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The Impact of Sustainability in The Food Industry on Consumer Behaviour

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Abstract

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The aim of this thesis was to provide information on consumer behaviour related to decisions concerning sustainable food options. The focus group included Finnish consumers over the age of eighteen. Results obtained from this group were then compared to those of previous international studies.

The theoretical framework was established around the ideas of sustainability and consumer behaviour. These two main concepts include subtopics, such as greenwashing and CSR. The food industry was also discussed briefly in the theoretical framework. Secondary data was collected from quality sources: books, journals, other written sources and electronic publications.

The research was conducted using the pluralistic method. The quantitative portion of the study consisted of a questionnaire, which received replies from 127 respondents. Snowball sampling was used by distributing the questionnaire through social media channels. The qualitative part of the study consisted of email interviews with representatives of Nordic companies which are key players in the food industry in Finland. The main themes emerging from the data were pinpointed and summarised.

Observations were made based on the findings. The results indicated attributes which consumers value when purchasing food items: the taste and quality of a food product are the most valued attributes among consumers. Additionally, observations were made concerning the perceptions and values of different consumer groups. The author's insights from the email interviews were correlated to the results of the consumer survey. The findings allowed the author to make clear recommendations for improving companies' actions, as well as recommendations to consumers who want to act sustainably. The recommendations included the shift to a more transparent business model for companies, and the need for both companies and consumers to take more responsibility.

Keywords

Sustainability, Consumer Behaviour, Food Industry, Finland, Research

Table of contents

1 Introduction

This is a Bachelor's thesis for the degree programme in international business at Haaga-Helia University of Applied Sciences, Helsinki with the major in marketing. This chapter will provide background information on the thesis, as well as the research question and objective. The chapter also covers the investigative questions used to conduct the thesis. Lastly, it will go through the key concepts involved.

1.1 Background

Sustainability is a particularly important topic in the modern world and companies use its principles for a variety of reasons. For some time, it has been trendy to be sustainable and fight the climate crisis. The question is, how do these decisions by companies affect consumer behaviour? This study aims to provide information on consumer behaviour when it comes to decisions about sustainable options. The study will also show the possible advantages and disadvantages for companies which adopt corporate social responsibility (CSR).

> "Never before in the history of the world has the viability of much of the life on this planet been under threat from humanity; never before have so many of the world's people experienced such material wealth and so many others lived in abject poverty; never before have so many had such interesting and fulfilling work and so many other such degrading work or no work at all. If we are to live healthy, fulfilling lives on this planet in the future, we must find new life-affirming values and forge new patterns of living and working together." (Benn, Dunphy & Griffiths 2014, 3.)

As sustainability has three dimensions, the study will concentrate on environmental sustainability, owing to its importance and relevance in the food industry of the 21st century. This thesis will study consumer behaviour regarding sustainability within the food industry. Previous studies on this topic will be examined and placed alongside the results gathered from the current surveys to compare target countries. As the research is being carried out to more clearly understand consumer behaviour in decisions concerning sustainability, it will benefit the companies making these decisions so that they are better able to meet the demands of the consumer. To gather data about consumer behaviour, a survey was conducted for consumers to answer. Additionally, Finnish companies were contacted via email and asked a few questions about how they perceive and utilize CSR.

1.2 Research objective and research questions

The purpose of this thesis is to investigate the impact, if any, of sustainability practices in the food industry on consumer behaviour. Therefore, the research question was worded as follows:

What impact does the sustainability of the food industry have on consumer behaviour?

The research question was supported by the following investigative questions:

1. *What kind of importance do food industry companies place on sustainability?*
2. *How do consumers rate the importance of sustainability when choosing food products?*
3. *How do the results from Finland differ from those of international studies?*

1.3 Demarcation

In conducting the study, it was felt to be important to question respondents from a broad demographic range. The respondents studied were people living in Finland above the age of 18. Under 18-year-olds do not usually buy groceries for themselves, which is why they have been left out of the study. The survey focused on Finnish citizens, and other nationalities living in Finland, and the results will be compared with international studies within the same field.

Only a few options were offered in the survey, such as the option of rating different criteria when selecting food products. It was considered important to keep the options narrow, so that results could be compared with previously-conducted studies.

The companies selected for the interview are all major players in the Finnish food industry, and as such have the greatest impact on sustainable development in the industry.

1.4 International aspect

The results will be compared with studies from other countries. The comparison of studies will indicate differences and similarities in consumer behaviour among the target countries; Finland, Italy & The United States.

1.5 Anticipated benefits

This study may improve the understanding of the relationship between sustainability and consumer behaviour among corporations and consumers. It could shed some light on the food industry's ways of implementing CSR and how that meets consumer demand.

1.6 Key concepts

In this chapter, the author will provide definitions of the key terms that are frequently used in the study. They offer a basic level of understanding about the topic to the reader, which should ease the flow of the thesis.

Corporate Social Responsibility - The European Commission (2011) defines corporate social responsibility (CSR) as "the responsibility of enterprises for their impacts on society". It is widely used in business and even used as a business model in some companies.

Corporate Sustainability - Corporate Sustainability (CS) or Business Sustainability (BS) is defined as "conducting operations in a manner that meets existing needs, without compromising the ability of future generations to meet their needs and has regard to the impacts that the business operations have on the life of the community in which it operates and includes environmental, social and governance issues." (United Nations 2010)

Circular Economy - Circular economy is a concept which aims to optimise the usage of goods in the whole of a product's journey (Bocken 2018, 12).

Consumer Behaviour - Consumer behaviour is "the study of how individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires" (Solomon 2015, 28).

Greenwashing - Greenwashing is defined as "the practice of marketing products as "green" or "sustainable", when in fact they do not meet basic environmental standards." (European Commission 2019a)

Sustainability - Sustainability is the **"**development that meets the needs of current generations without compromising the ability of future generations to meet theirs" (European Commission 2019b)

1.7 Risk management

The greatest risks for this thesis will be the reliability and validity of the consumer survey, as it plays a huge role in the result of the study. The questionnaire was carefully examined beforehand with the help of others. Any risks for misinterpretation and leading were weighed, and the questions were formulated to be as objective and clear as possible.

2 Sustainable food consumption

This chapter includes the theoretical framework of the study, which goes through the fundamentals of sustainability and consumer behaviour so as to support the empirical study by giving comprehension to the reader. The theoretical part is primarily designed from a point of view that provides insight to the whole of the study.

2.1 Sustainability

As the nature of business has changed over the last decades, consumers have become more and more concerned about sustainability. Sustainability is defined as the “development that meets the needs of current generations without compromising the ability of future generations to meet theirs” (European Commission 2019b). The idea of sustainability dates back to 1969, when the International Union for Conservation of Nature (IUCN) adopted a new mandate that spoke of the improvement of the living world that referred to natural resources and living species, such as animals, nature and man. It was coined to portray the possibility of economic growth and industrialisation without environmental damage. (Adams 2006). The definition for sustainability was however first presented in the Brundtland report in 1987 (Giddings, Hopwood & O’Brien 2002, 188).

Ekström, Ottosson and Parment (2017, 18) divide sustainability into three elements; economic sustainability, environmental sustainability and social sustainability. Economic sustainability refers to the ways we generate long-term sustainable economic growth without draining resources, whether they are human or physical. Environmental sustainability focuses on not diminishing or exploiting the environment for the sake of human satisfaction on a local, regional and global level. Social sustainability can be seen as a form of democracy by its target of human needs and creating a long-term sustainable society. It is often the case that these different sub-levels of sustainabilities overlap or relate to one another. For example, organically-farmed meat production provides animals with a better experience, as they live in better conditions. The downside of this would be the higher demand for resources, as the animals require more land per capita compared with non-organic farming. However, it is still useful to look at the subject from these different perspectives. (Ekström & al. 2017, 18-20.) Most often, economic sustainability is valued above the other two elements. In the worst-case scenario, economic sustainability is the only thing considered. Figure 1 shows how the three elements should be in balance for a sustainable development to function.

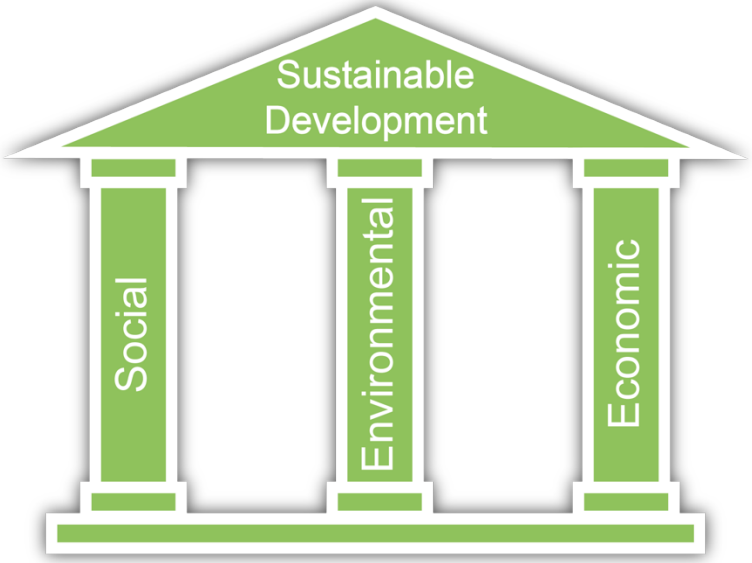

Figure 1. The three pillars of sustainability (adapted from Adams 2006)

Although the three elements of sustainable development are often presented as three separate, interconnected rings or pillars as in the previous example, there are weaknesses to this model. The model assumes separation of the three elements from one another. The separation underestimates the connection between the economy, society and the environment and leads to assumptions that the three are interchangeable or equivalent to each other. This is why the model is called 'weak sustainability'. Giddings & al. (2002, 188-193) provide an alternative model, the 'strong sustainability' model (figure 2), which includes all three elements together. It is referred to as the nested model, and it suggests that the economy is dependent on society, and both are dependent on the environment. Giddings & al (2002, 192) also argue that there is a common assumption about the three elements; each is perceived as a unified entity, even though there are many different kinds of environment, society and economy.

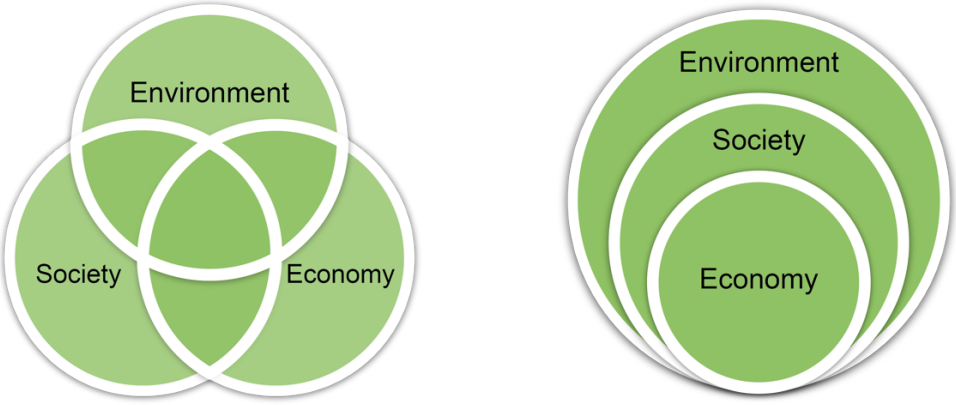

Figure 2. Weak and strong sustainability models (adapted from Giddings & al. 2002, 189-192)

2.1.1 Corporate social responsibility

The decisions companies make and the ways they operate have a huge impact on the lives of people around the world. Not only do the decisions impact on a social level by providing job opportunities and the products and services they create, but also with regard to working conditions, human rights, the environment, innovation and education within their global supply chain. For this reason, citizens demand that companies take responsibility by understanding the positive and negative impact their actions have on society and the environment. Undertaking these things is generally referred to as corporate social responsibility (CSR) or responsible business conduct (RBC). (European Commission 2011.)

Probably the most well-known model for CSR is the Carroll's pyramid of CSR (figure 3). This model suggests that four kinds of responsibilities constitute CSR: the economic, legal, ethical and philanthropic. Carroll (2016) suggests that societies expect businesses to act correctly within these four areas, which form a pyramidal structure characterising the responsibility these businesses carry to the society of which they are a part. Economic and legal responsibilities are the foundation of the pyramid and are obviously mandatory, whereas ethical and philanthropic responsibilities are merely expected. The pyramid is intended to be seen from the perspective of a stakeholder, and to be observed in its entirety, rather than component by component. Carroll further suggests that corporations should fulfil their social responsibilities by simultaneously addressing all four aspects. (Carroll 1991, 40-43; Carroll 2016.)

Figure 3. The pyramid of corporate social responsibility (adapted from Carroll 1991, 42)

CSR is very well known in business management. However, CSR has many different definitions, which means that different businesses interpret it differently. This might cause confusion when talking about the subject. The European Commission (2011) defines CSR as “the responsibility of enterprises for their impacts on society”, which is why CSR should be company-led. Companies can become socially responsible by incorporating social, environmental, ethical, consumer and human rights affairs into their business policies and processes and by following the law. CSR is beneficial for companies in terms of risk management, customer relationships, sustainability of operations and profit. Implementing CSR also yields a more sustainable economy and economic system. (European Commission 2011.)

Emery (2012, 12-13) argues that there is a distinctive difference between CSR today compared to its originally intended use. Kotler and Lee (2005, 3) presented the benefits of implementing CSR as mainly financial, and for corporate image and advantage. While these might still be the reasons for companies to implement CSR in their business, Emery (2012, 13) states that more often is CSR described and defined using the vocabulary of sustainability. From this he proceeds to argue that corporate sustainability is beginning to replace corporate social responsibility.

2.1.2 Corporate sustainability

The United Nations (2010) defines corporate sustainability as “conducting operations in a manner that meets existing needs, without compromising the ability of future generations to meet their needs and has regard to the impacts that the business operations have on the life of the community in which it operates and includes environmental, social and governance issues.” It can be summed up as creating value for current shareholders without jeopardising the rights of future stakeholders.

Brockett & Rezaee (2012) suggest that there are three principles governing business sustainability: value creation, performance enhancement and accountability assurance. The principles suggest that corporations should generate the maximum volume of products and services with the minimum amount of resources, with the outcome of ultimate customer satisfaction. Business should also be conducted in an ethical and socially responsible manner. Brockett & Rezaee (2012) offer a framework for business sustainability which consists of five dimensions: economic, governance, social, ethical, and environmental (EGSEE) as can be seen from figure 4. These dimensions are essential for businesses

implementing sustainability in their operations. Standardised sustainability reporting guidelines are needed to completely communicate all five EGSEE dimensions to all stakeholders.

Figure 4. Five EGSEE dimensions of sustainability performance (adapted from Brockett & Rezaee 2012)

2.1.3 Sustainability reporting

In the early 1990s a sustainability non-profit organisation, the Coalition for Environmentally Responsible Economies (CERES), started working on a Global Reporting Initiative (GRI) focusing on developing a framework for sustainability reporting. As a result, the GRI project department was developed in 1997. During the same year, Finland became the first country to implement a mandatory sustainability reporting law as stated by the Sustainable Development Commission (2010, in Brockett & Rezaee 2012). Since then, other countries have succeeded in adopting similar laws. In 1999, the United Nations Environment Programme (UNEP) got involved with establishing the GRI. A year later the first GRI guidelines were published. To this day, GRI has published many updates on the guidelines and is seen as the global standard-setter in sustainability reporting. (Brockett & Rezaee 2012; GRI s.a..)

However, as GRI's guidelines do not consider the link between sustainability and economic value in great detail, the International Integrated Reporting Committee (IIRC) was established in 2010 to provide a globally-accepted framework for sustainability performance reporting, i.e. integrated reporting. To provide guidance for corporations in their

sustainability reporting, the International Organization for Standardization (ISO) developed the ISO 26000 guidelines during the same year. ISO 26000 was developed by 450 experts from 99 countries and provides over 400 recommendations to companies wanting to improve their contribution to sustainable development (Söderberg 2017). The ISO 26000 presents “detailed guidance on how the thinking aspect, in particular, can develop within an organisation” (IIRC 2015). The IIRC (2015) states that those who are starting their journey in sustainability reporting should consider using ISO 26000 in addition to the IIRC’s framework. The ISO 26000 covers all five EGSEE dimensions of sustainability and is relevant to all types of entity, whether they are big or small, governmental or non-governmental (Brockett and Rezaee 2012). ISO 26000 is not meant to be interpreted as an international standard, guideline or recommendation as it is only designed to encourage companies to act in a socially-responsible manner. Neither can it be used as a certificate or a basis for legal action, as it does not contain any requirements. (ISO 2010.)

Research supports the benefits of sustainability disclosure. Ioannou and Serafeim (2012, in Benn, Dunphy & Griffiths 2014, 51) show that mandatory reporting on non-financial matters yields an increasing degree of ethical practices by firms, a decreased amount in bribery and corruption, and an improvement of managerial credibility amongst other advantages.

Action has to come from management for change to happen. Sustainability principles need to be set as a target to aim at. The Natural Step’s (2015) sustainability principles (figure 5) suggest that, “in a sustainable society, nature is not subject to systematically increasing: concentrations of substances extracted from the earth’s crust, concentrations of substances produced by society, degradation by physical means, and in that society there are no structural obstacles to people’s health, influence, competence, impartiality and meaning”

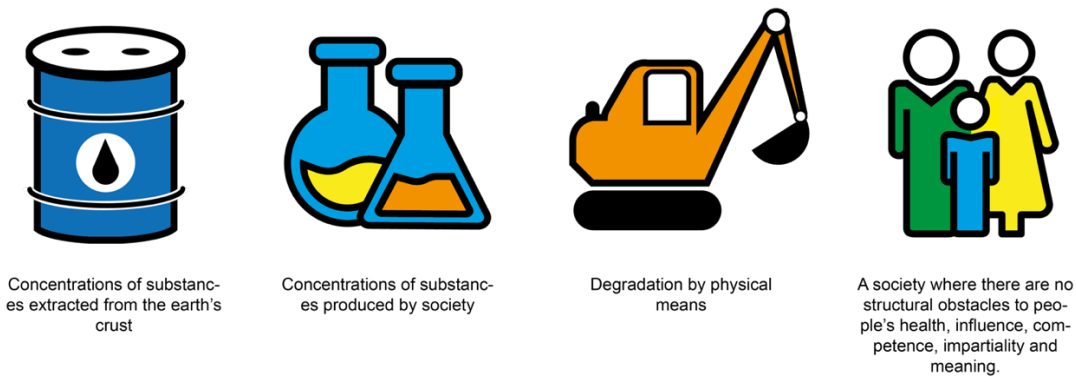

Figure 5. The sustainability principles (adapted from The Natural Step 2015)

The Natural Step's principles can be applied by using the ABCD process (figure 6). The process starts with awareness, where one needs to understand how to define sustainability and what sustainability means to oneself, one's business, society and ultimately the planet. The next step uses the four sustainability principles to assess how a specific organisation is performing in relation to the sustainability principles. This helps identify the organisation's sustainability issues and indicates opportunities for change. Once the assessment has been carried out to determine where the organisation currently sits in terms of sustainability, and where it would like to be, solutions and innovations can be devised. This will bring the organisation a step closer to a sustainable future. Once the solutions are determined, a plan needs to be implemented. The plan clarifies what, when and how things need to be executed.

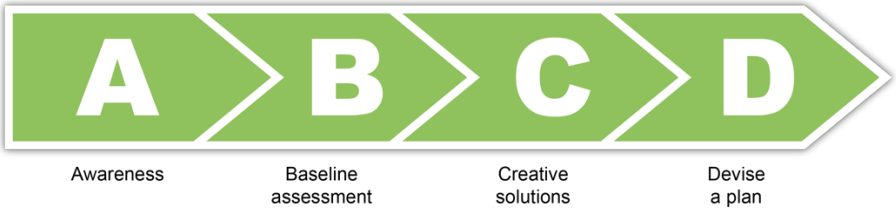

Figure 6. The ABCD process (adapted from The Natural Step 2015)

2.1.4 Greenwashing

Greenwashing describes the situation where a company spends more money marketing its environmental friendliness than minimising its actual environmental impact. The term was coined by environmentalist Jay Westerveld in 1986 when he stated that hotels falsely promote green actions by encouraging customers to reuse towels. He accused them of promoting themselves as environmentally responsible when the reason for these actions was that they reduced costs. (Watson 2016.)

A year before Westerveld's essay, leading oil industry player Chevron launched the campaign 'People Do', which promoted the company's eco-friendliness. It started with Lewis C. Winters, Chevron's Public Affairs Research chief, asking the question "Does it pay to advertise to hostile audiences?" Two years after the campaign was launched, the company conducted polls that revealed Chevron had become the oil corporation which people trusted most to protect the environment. The campaign also increased their sales: among those who saw the advertisement, Chevron's sales increased by 10 per cent. In addition, Chevron experienced a 22 per cent increase in sales among a target group of potentially antagonistic types (Karliner 1997, 174). Lewis C. Winters then stated that it does in fact pay to advertise to hostile audiences. (Dougherty 1977.) Chevron was later criticised for

actively violating the Clean Air Act and Clean Water Act, in addition to being responsible for oil spills in wildlife sanctuaries at the time of the campaign (Benesch 1988; Mattera 2014).

Greenwashing has made consumers sceptical about claims from companies. A further example of greenwashing was the Volkswagen case (Mansouri 2016) where Volkswagen promoted the environmental benefits of their diesel cars when in fact the cars in question were emitting nitrogen oxide pollutants 40 times higher than the law permits (Berrone, Fosfuri & Gelabert 2017). These kinds of scandal weaken consumer trust towards companies' statements regarding environmental matters.

2.1.5 Circular economy

Around the time of the 2008 global economic crash, the term circular economy (CE) began appearing as a topic for discussion at the economic, societal and business levels. This followed on from the resource efficiency initiatives that emerged globally in the 1990s. When CE is effective, it can be seen as a part of sustainable development and even covers parts of the United Nations 17 Sustainable Development Goals (SDGs), especially when responsible production and consumption are applied. (Charter 2019, 1-2.) However, research shows that there is no universally-accepted definition of circular economy (Kirchherr, Reike & Hekkert 2017, 221-232). This makes it troublesome for stakeholders, since everyone might be talking at cross-purposes. Kirchherr & al. (2017, 228) state that "A concept which fails to cohere may ultimately collapse or remain in a deadlock due to permanent conceptual contention, not only in research, but also in practice, since cumulative knowledge development on it is impeded."

Circular economy is a concept which aims to optimise the usage of goods. It can be divided into three sections: *Slowing the Loop*, manufacturing products that last for a longer time and where each product has a meaningful function; *Closing the Loop,* making sure that everything in the process including the final product can be recycled, and implementing that; and *Narrowing the Loop,* decreasing the energy usage per product. (Bocken 2018, 12.) Figure 7 to help visualise the three steps of the process appears below:

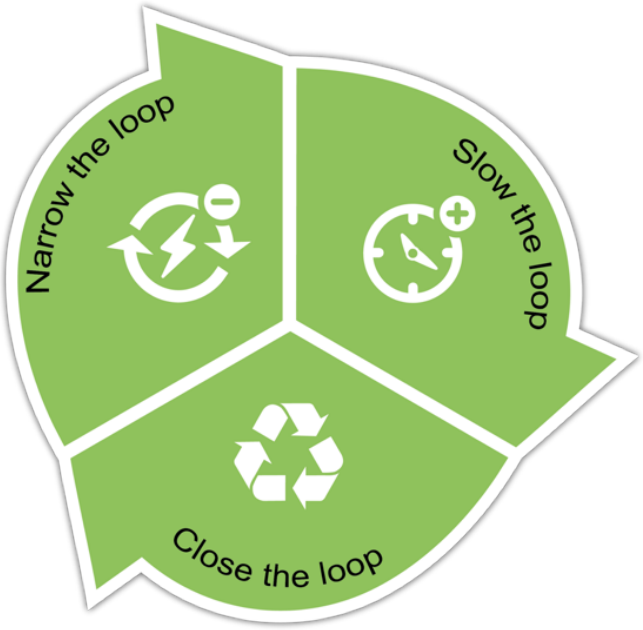

Figure 7. The circular economy loop

To be able to achieve a circular economy, changes have to happen. Changes in product design, product ownership and business models. The Environmental Change Institute (2005, in Charter 2019, 72) shows that around 80 per cent of a product's environmental impact stems from the design stage. This highlights the responsibility companies have towards environmental sustainability. To encourage companies in implementing the design of environmentally friendly products, governments can help increase resource efficiency by promoting circular tax, fiscal, pricing and industrial policies. Japan for example, implemented many 3R policies (reduce, reuse, recycle) where requirements are set, as well as voluntary actions for businesses, consumers and government to help improve resource use. (Charter 2019, 70-74.)

For CE to work out, producers have to take responsibility. Extended producer responsibility (EPR) moves the burden of end-of-life goods from local authorities to producers. Two approaches are offered, collective (CPR) and individual (IPR) producer responsibility. Both of which are included within the EU's directives—Waste Electrical and Electronic Equipment (Directive on Waste Electrical and Electronic Equipment 2002/96/EC), Battery (Directive on Batteries and Accumulators and Waste Batteries and Accumulators and Repealing 2006/66/EC) and End-of-Life Vehicles (Directive on End-of-Life Vehicles 2000/53/EC). EPR's set targets for the handling of products after they have been used, and restrict the use of hazardous materials. Such handling includes collection, recycling and recovery of the products. The EPR obligations, however, vary across product categories and legislations. While CPR is being used by many companies due to the efficiency it generates thanks to cost and responsibility distribution between brands, IPR is not used

as actively. This is because IPR gives full responsibility to producers for their own products, which makes it harder to enforce than CPR. (Charter 2019, 70-74.)

New business models could arise from the switch to a CE, such as a service-based model where the ownership or responsibility for the performance of a product would be kept by the producer, comparable to car leasing. This would encourage producers to manufacture longer lasting products, preventing premature obsolescence. Accenture (2014) provides five circular business models for use by corporations wishing to achieve resource productivity gains and other advantages. These may be implemented singly or collectively. The five models are: circular supplies, resource recovery, product life extension, sharing platforms and product as a service. However, as the responsibility is not fully on producers, switching to a CE requires people to alter their consumption behaviour. (Harrabin 2020; Charter 2019, 70-74.)

2.2 Consumer behaviour

To understand consumer behaviour, it is helpful to define a couple of the terms involved: ‘exchange’ and ‘consumer’. In an exchange, two or more parties give and receive something of value. A consumer is a person that consumes. They have a need for something, make a purchase, and finally dispose of the product purchased, or in the case of a food item, they will eat the product and dispose of the wrapping. A consumer can also be someone only engaging in one of the three parts of the process, such as a company’s purchasing director deciding on a purchase for its employees. In this case, the end consumers would only be a part of the process. Today’s society is extremely consumer-driven: essentially, everyone is a consumer. (Solomon 2015, 28-29.)

Consumer behaviour is a term widely used in marketing research. Not only does it focus on behaviour at the time of the purchase, but also the process before and after a purchase (Ekström & al. 2017, 11), as can be seen from figure 8. However, it has not always been seen this way. In the 1960s and 1970s the term used was *buyer behaviour,* but nowadays most marketers recognise what’s taking place as an ongoing process (Solomon 2015, 28-29). Solomon (2015, 28-29) defines consumer behaviour as “the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires."

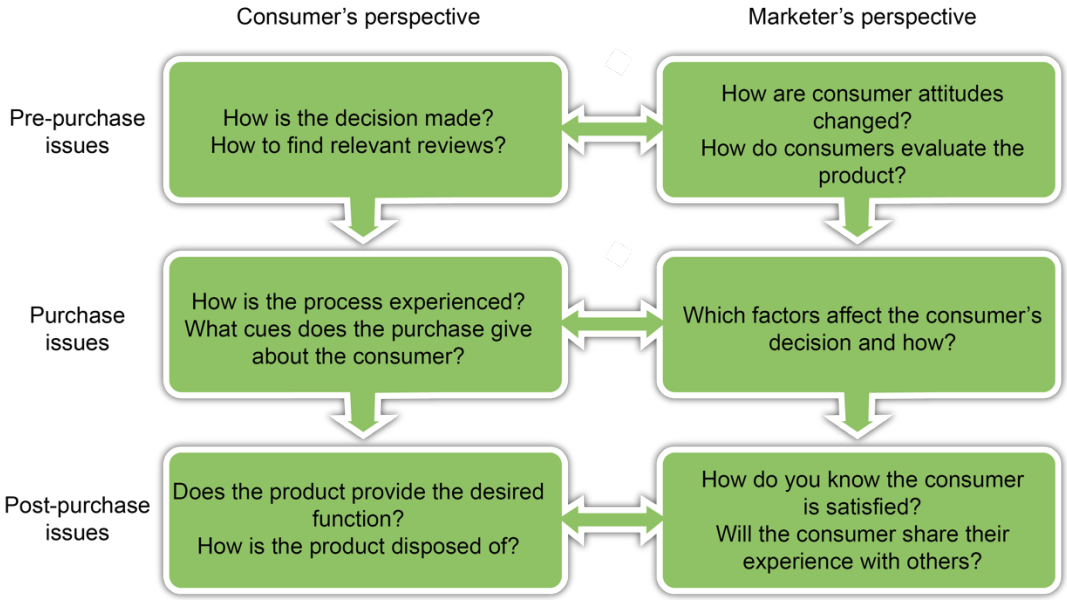

Figure 8. Stages in the consumption process (adapted from Solomon 2015, 29)

2.2.1 Understanding the consumer

A consumer should be seen as a subject who deserves attention and respect, rather than an object that can be influenced and manipulated to fit a company's needs (Ekström & al. 2017, 14-15). It is also important to understand that consumers do not always know what they want or do not have the capability to express their preferences. Even when consumers do know what they want, they may not be able or willing to show their preferences. (Belk & Zhou 1987.)

Consumer behaviour is affected by a number of characteristics, such as cultural, social, personal and psychological factors, as can be seen from figure 9. These characteristics cannot be controlled but must be taken into consideration in marketing. (Armstrong & Kotler 2015, 161-162.) Cultural factors have a huge impact on the consumer's needs and desires, since the region one grows up in shapes one's values, perceptions, wants and behaviours. People from different cultures behave and act according to their customs. Almost every society has a social class structure, which has a significant influence on a consumer's behaviour since this structure largely dictates the social groups, family, and also the social status and roles of the consumer. Personal factors, such as age and occupation make a difference regarding consumer behaviour. For example, two people born in the same neighbourhood might display different consumer behaviour simply because they are at a different stage in life. Psychological factors such as motivation play a significant part in consumer behaviour since motivation is the need to seek satisfaction. Psychological factors are mostly individually constructed, and the minds of individuals differ, which

makes it hard to study the psychological factors of a pool of consumers. (Armstrong & Kotler 2015, 161-174.) As consumer behaviour is studied, it is crucial to respect the consumer's privacy by transparently studying the phenomenon (Ekström & al. 2017, 17).

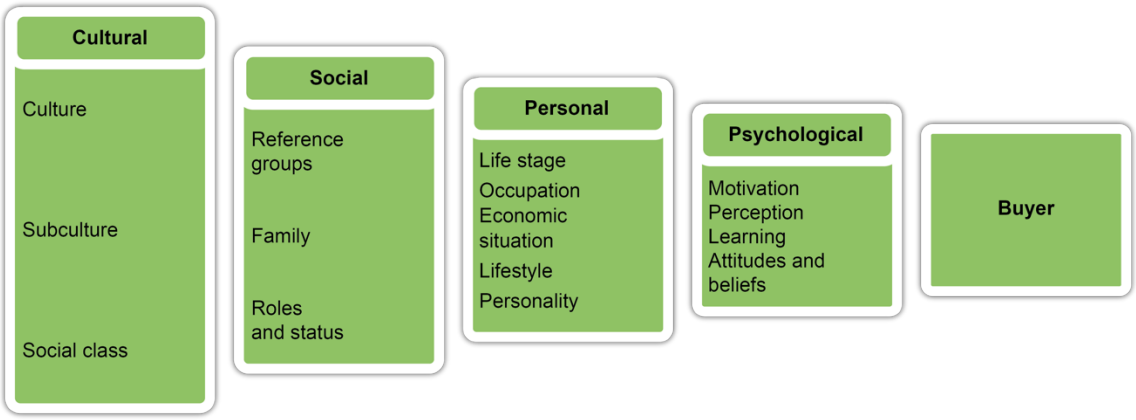

Figure 9. Factors influencing consumer behaviour (adapted from Armstrong & Kotler 2015, 162)

2.2.2 Decision making

Consumers make decisions on a daily basis. Decisions range from everyday questions to more complex decisions, such as buying a house. Armstrong and Kotler (2015, 175) divide the buying decision process into five stages as can be seen in figure 10. Even though the figure implies that all consumers go through this process with every purchase, some parts of the stages might be skipped or reversed depending on the situation and the consumer.

Figure 10. The buying decision process (adapted from Armstrong & Kotler 2015, 175)

The process begins with the recognition of a need, which can arise through internal or external stimuli, such as hunger or an advertisement. A need can be material or psychological, such as a need for a car to travel to work versus the need for a car because of one's social status. Once the need is identified and the motivation to seek satisfaction is strong, the consumer will start to look for information related to the need. When the research is done, the consumer evaluates the options. The evaluation process might differ depending on the consumer and the situation. After the consumer has decided on the option, they

tend to make the purchase. The consumer might still change their mind during this part of the process owing to several different variables such as a change in the economic situation or the opinion of others. Post-purchase, the consumer usually ends up being satisfied or dissatisfied. It is important for the company to find out how the consumer experienced the purchase process. If product performance does not meet expectations, the consumer is dissatisfied. If it meets or exceeds expectations, the consumer is satisfied. (Armstrong & Kotler 2015, 175-177.) Consumers might experience post-purchase dissonance, where they might evaluate their decision long after the purchase, comparing it to the options they did not buy and justifying their decision by rationalisation in order to perceive the decision they made as a positive one. (Cohen & Goldberg 1970, 320.)

2.2.3 Sustainable consumption

It has been argued that consumers are in charge of sustainable development, as our consumer behaviour alters the ways companies operate (Ekström & al. 2017, 21). However, as discovered in the current research, consumers demand that companies take responsibility on environmental issues. These respondents also gave the impression that they try to make an impact on demand with their consumer behaviour, such as selecting a sustainable option over a non-sustainable option. As can be concluded, the responsibility has to be shared by both consumers and corporations. Without demand, companies will not provide sustainable products and without the option given by the company, the consumer will not have a choice of making an impact on sustainable development.

On the other hand, today's society is one where consumption is praised for its positive effect on the gross domestic product (GDP), which is seen as an important factor when a society wants to be competitive and wealthy (Ekström & al. 2017, 21-22). However, Jackson (2011, 124-125) defines GDP as a measure for “busy-ness”, where it lacks consideration of the nature of the activities of an economy. Jackson (2011, 175-176) argues that there should be development of a new macro-economics for sustainability, in which instead of increasing the rate of consumption, we should consume more services that are more labour-intensive.

Although consumers notice and care about environmental issues, they might not always act upon this. It is also important to notice that not all consumers have a positive attitude towards sustainable products. Even when consumers do value sustainability, there might be a gap between their eco-friendly attitude and their behaviour. (Vermeir & Verbeke 2006, 172-174.) Ohtomo and Hirose (2007, 122-123) suggest that this gap is caused by

situational factors, such as the acceptance of eco-unfriendly behaviour or actions that promote eco-unfriendly behaviour. This shows the inconsistency between what consumers say and what they actually do. These factors cannot be explained simply by using a single definitive model. However, they do indicate that people who are environmentally aware do not always choose the sustainable option, even if it is available.

2.3 Food industry

The food industry is a complex multi-trillion dollar industry (Statista 2020) that operates in producing, supplying and delivering food products all around the world. The industry has reshaped itself and evolved to satisfy demands and consumer behaviour over the years. In such a large industry, even small actions make a difference. This is why sustainability in the food industry has to be taken into consideration. Many companies are switching to environmentally-friendly solutions and demand is growing. Problems with transparency have been seen in the industry across European countries within the supply chain. (European Commission s.a. a)

Given that acquisition is one of the biggest costs for a company, purchasing is obviously a leading role in sustainable management. Supply-chain decisions can make a huge difference to a corporation's environmental and social impact. Seuring and Muller (2008, 1700) define sustainable supply-chain management (SSCM) as:

> "The management of material, information and capital flows as well as cooperation among companies along the supply chain while taking goals from all three dimensions of sustainable development, i.e., economic, environmental and social, into account which are derived from customer and stakeholder requirements."

When comparing supplier alternatives, a corporation usually requires suppliers to reach a specific standard by obtaining an accreditation from a third-party organisation. Such accreditations could include ISO 9001 for quality management or ISO 14000 for environmental management. (Benn & al. 2014, 84.)

As players in the industry have a great responsibility towards sustainable development, there are specific actions that need to be taken. As experienced by the author in Copenhagen, Denmark for example, organic fruit and vegetables are generally less expensive than non-organic options. This is due to the fact that there is a huge demand for such products, and the turnover rate for organic products has skyrocketed in recent years. However, the Danish consumer board, Tænk, states that organic products are subject to

intense competition. This will possibly pressure the farmers to opt for the cheapest and quickest cultivation practices to stay competitive. There is a risk of the products' quality and flavour decreasing significantly for this reason. (Horti Daily 2019.)

Food supply items can have certification labels which indicate their quality in a number of ways. Depending on the label, it may verify that the food has been produced locally or that the product is made in a way that meets social and environmental standards. The organisation checking these rules can be a private or a public body. The relevant labels for this research are the following: Sydänmerkki, Nordic Swan Ecolabel, The Marine Stewardship Council (MSC), Sirkkalehtimerkki, Aurinkomerkki, UTZ, Roundtable on Sustainable Palm Oil (RSPO), The EU organic logo, The Forest Stewardship Council and Fairtrade. These labels were used in the survey designed for the research.

Sydänmerkki is a label used in food product packaging in Finland. The label indicates that the item is supportive of cardiovascular health. To become certified, a food item is required to contain good fats in healthy amounts, low amounts of salt and less sugar. The product range is large, with products from various different food categories. (Sydänmerkki s.a..)

The Nordic Swan Ecolabel is used in food product packaging in the Nordic countries. The label indicates that the product has a reduced environmental impact from production and consumption. (Nordic Ecolabel s.a..)

The Marine Stewardship Council, better known by its abbreviation MSC, offers a blue fish label which certifies that the fish concerned are sustainably caught. The label is used both for wild fish and for fisheries that are certified to the MSC Fisheries Standard. MSC works globally to help consumers in selecting sustainable options when buying fish products. (MSC s.a..)

Sirkkalehtimerkki is a label which certifies that a specific fruit or vegetable is grown in Finland. It also guarantees the quality of the product. Products with this label are also socially and environmentally produced while ensuring the safety of the product. (Puhtaasti Kotimainen s.a..)

Aurinkomerkki tells the consumer that the product is produced organically. This label is under the control of a Finnish authority. However, the label does not necessarily mean that the product is Finnish, since an organic importer can also obtain such a label. (Ruokavirasto 2019.)

UTZ shows the consumer that the product is produced sustainably, offering guidance on better farming methods, working conditions and care for nature. UTZ is a globally known organisation. (UTZ s.a..)

Roundtable on Sustainable Palm Oil (RSPO) offers a label that guarantees that the palm oil used in a product is sustainably produced. RSPO offers a label globally for producers practising with the set standards. (RSPO s.a..)

The EU organic logo “gives a coherent visual identity to European Union produced organic products. This makes it easier for the consumers to identify organic products and helps farmers to market them across the entirety of the EU.” (European Commission s.a. b). Moreover, A product with such a label has to contain at least 95% organic ingredients.

The Forest Stewardship Council (FSC) provides a certification label for those producers who responsibly manage forests. It also guarantees that the practice provides environmental, social and economic benefits to stakeholders. (FSC s.a..)

Fairtrade is a global organisation that grants a certification label to those who practise to their standards. Their intent is to provide better working conditions and a fairer deal to workers in developing countries. Fairtrade has independent certifiers who audit producers, traders and companies. (Fairtrade s.a..)

3 Research methodology

This chapter describes the theory behind the research methods used for this study and analyses the different components involved. Secondary research was conducted to describe the models, theories and concepts utilised during the primary research. The overlay matrix of the research approach is provided in the appendices (appendix 1). The chapter also shows how data was gathered and how it was utilised. Additionally, it shows how sampling was conducted. Lastly, the chapter describes the reliability and validity of the research and the methods used to analyse the data.

3.1 Research design

Research design should be structured in such a way that it creates a sound basis for the research process itself, as well as communicating research objectives, methods, ethical considerations and potential pitfalls involved in the work. Selecting the appropriate research design allows the researcher to specify the collection and analysis procedures used. Research design serves the researcher in the same way that the blueprint serves the builder. It guides the researcher towards the right decisions with a detailed plan. (Burns, Bush & Sinha 2014, 108.)

Research design is divided into three categories: exploratory, descriptive and causal. **Exploratory research** is commonly used to gain background information about the subject under consideration. It is also informal, in that there are no set objectives, sample plans, or questionnaires. **Descriptive research** is used to answer the questions who, what, where, when and how? Descriptive research is preferable when one wants to compare the study results to a larger population with the help of sampling. **Causal research** is conducted when the researcher wants to understand a phenomenon with conditional statements. This is to show how an independent variable affects a dependent variable. Independent variables are those which the researcher has control over and wishes to manipulate. Dependent variables are those which the researcher has little or no control over but a strong interest in manipulating. (Burns & al. 2014, 99-108.)

A marketing research process is a series of steps, as can be seen from figure 11. Visualising this helps while planning research work, and projects an overview of the process to both the researcher and the subsequent reader. As a process, it starts with postulating the need for the research and then defining the problem. After that, research objectives are established, and the research design is determined. The information types and sources

are then identified and the method of accessing the data is decided. Then the data collection forms are designed and the sample plan and size is determined. After this, the data is collected and analysed. Finally, the research project is prepared and presented. (Burns & al. 2014, 68-69.)

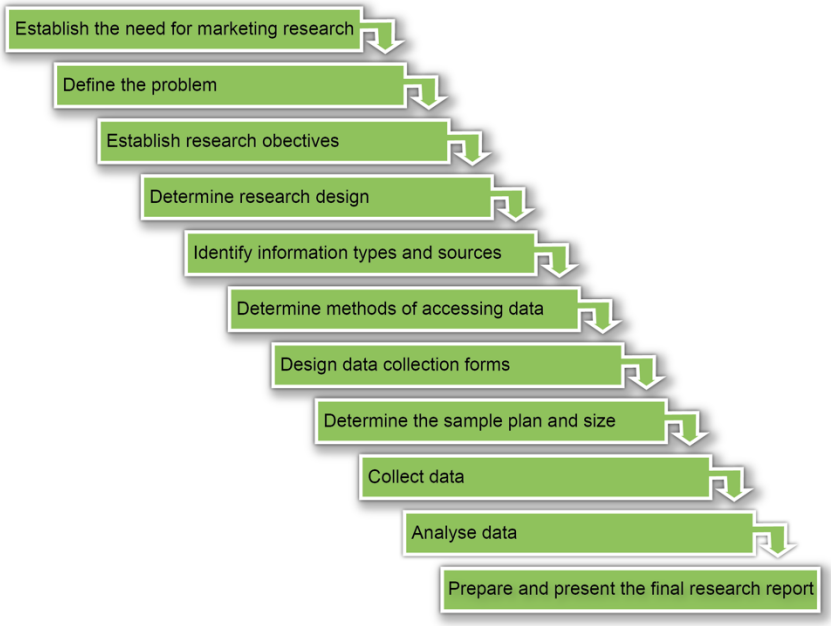

Figure 11. 11 steps in the marketing research process (adapted from Burns & al. 2014, 69.)

There are two main data collection categories: quantitative and qualitative. **Quantitative research** is the traditional backbone of the research industry and is defined as "research involving the administration of a set of structured questions with predetermined response questions to a large number of respondents" (Burns & al. 2014, 146). The data gathered is largely numerical. In comparison, **qualitative research** involves collecting, analysing, and interpreting data by observing people's behaviour. Qualitative data can be quantified if it is translated into a numerical form. Combining the two approaches results in **pluralistic research**, also known as mixed methods. This enables the researcher to gain the benefits of both methods. Using the pluralistic method usually brings more depth to the study because each method can bring clarity and insight to the other. (Burns & al. 2014, 146-148.)

As figure 12 shows, the research was conducted in three phases. The first phase consisted of primary research. Companies from the food industry were interviewed via email to gain insights from industry players. The second phase consisted of a survey constructed specifically for this thesis. The survey also works as a form of primary research for this study. The results from the survey were analysed using statistical and qualitative

methods. The analysis was executed using Webropol, SPSS and Excel. Phase three consists of secondary research. The research was conducted in order to understand the similarities in consumer behaviour between Finland and the target countries. Finally, the phases were studied together with the research question.

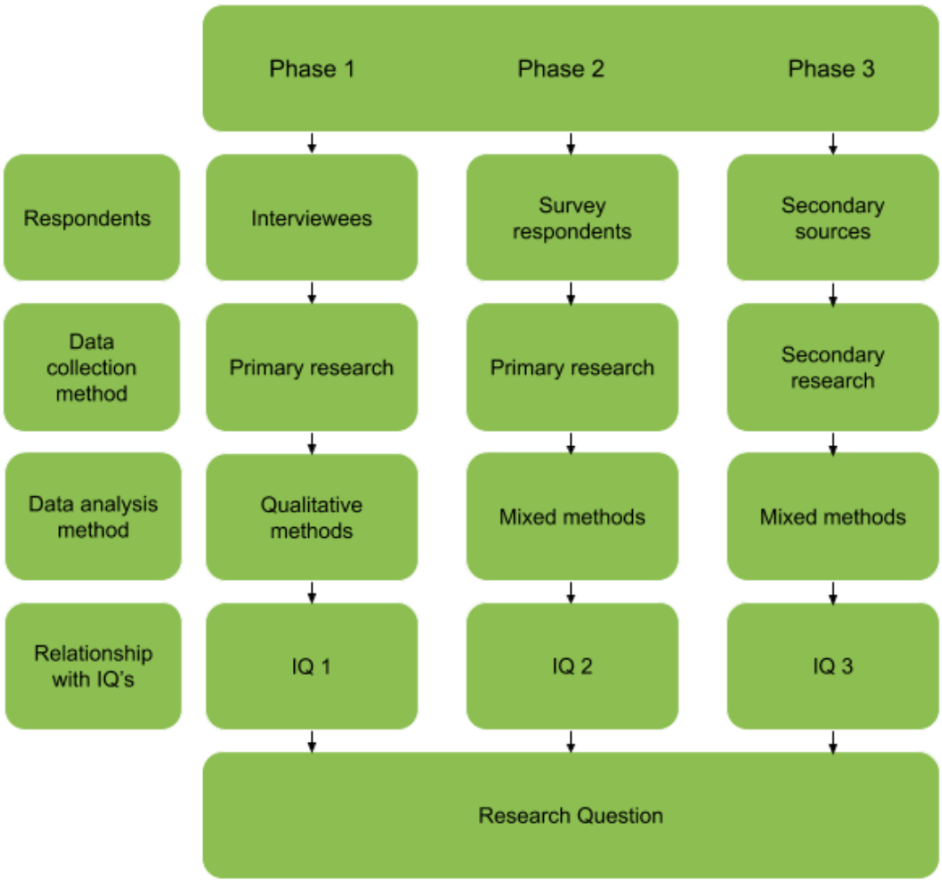

Figure 12. Research design

3.2 Population and sampling

For the research, sampling was used to study the population of Finland. Population is described as the entire group under study as determined by the objectives of the research project. As figure 13 shows, population is the greatest and most inclusive entity. A sample, on the other hand, is a subgroup of population that represents the entirety of the population studied. A sample unit refers to an individual within a sample. Depending on the research, a sample unit might be one person, a household or even an entire corporation. In figure 13, the sample and sample unit are both within the sample frame area. It is the master source of sample units in the population. As can be seen from the figure, the frame does not include all of the population and it even takes in an area that is outside the population's borders. Thus, it does not always resemble the population perfectly. For this reason, the figure also contains areas referred to as 'sample frame error'. They correct the

inaccuracies of the sample frame to account for all of the population. The sample frame might include units that are not included in the population. This error can be corrected by comparing the sample with the population and evaluating to what extent the sampling matches the population under study. Other errors might occur when using a sample. They are called ‘sampling errors’. A sampling error happens for two reasons: method of sample selection, which includes sample frame error; and the size of the sample. (Burns & al. 2014, 238-240.)

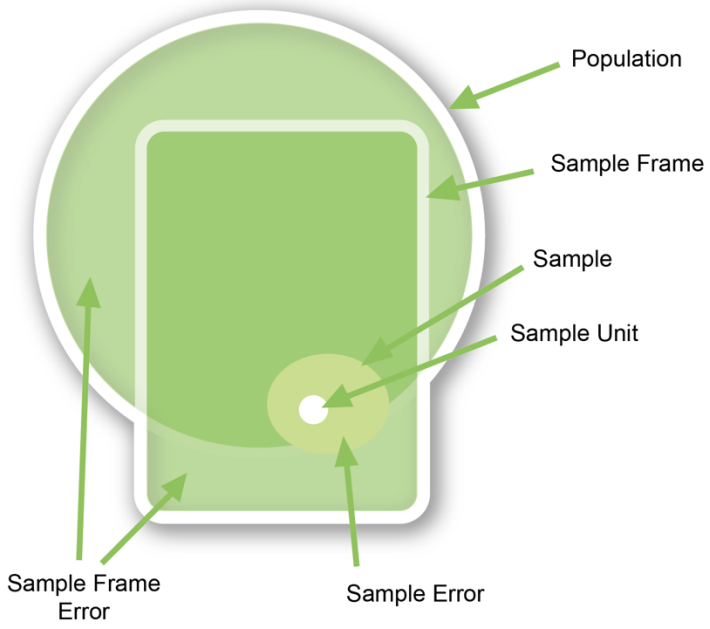

Figure 13. Basic sampling concepts (adapted from Burns & al. 2014, 238)

Sampling was used for this research for practical reasons. Taking a census would have been extremely expensive, as Finland’s population is roughly 5.5 million (Statistics Finland 2020). Analysing the enormous amounts of data generated by a census would have been extremely time-consuming and impossible for an individual to do. The method of sampling used is the non-probability method. With this method, the sample is based on a biased selection process. By using this method of sampling, there are consequences; the sample is not truly representative of the population. However, Burns & al. (2014, 268) argue that a random sample is a very good representation of the population even if it's not perfectly accurate. The non-probability method used was referral sampling, where respondents are asked to pass on the questionnaire to others who might qualify to take part in the survey. Referral sampling is also called ‘snowball sampling’ for its effect of growing the sample, just like a snowball grows when it rolls downhill. (Burns & al. 2014, 241-257.)

It is common that the number of respondents is large when conducting a survey. Vilkka (2007, 17) indicates that the minimum number of sample units is 100 when statistical approaches are used and the results need to be reliable. Furthermore, Saunders, Lewis and Thornhill (2015, 280) suggest a sample size with a minimum of 30 individuals per subgroup is required. This is because a sample size of 30 or more will yield a sampling distribution for the mean that is very close to a normal distribution. However, the larger the sample, the more accurate and representative of the target population it will be. While conducting statistical analyses on a sample, the researcher will make conclusions about the population upon which the sample was based. This process is called statistical inference, and it allows the researcher to calculate how probable it is that their result could have been obtained by chance, given their sample size. These probabilities are usually calculated with software such as SPSS from IBM. (Saunders & al. 2015, 280.)

The population under study in this case is the population of Finland. The purpose of the sample is to understand the population of Finland with regard to consumer behaviour. The link to the survey was published in the author's social media channels and received answers during a time frame of one month, from the 23rd of January to the 23rd of February. Some of the respondents shared the link on their own social media channels, supporting the fact that the sampling method used was referral sampling.

3.3 Data collection

The data was collected via survey, and also with mail interviews to company representatives. A survey is a way of gathering primary data by interviewing a large number of respondents using a questionnaire (Burns & al. 2014, 172). Burns & al. (2014, 172) state that surveys are an economical and efficient way of collecting and analysing significant amounts of data. Furthermore, Burns & al. (2014, 173) reveal five advantages of surveys. Using surveys provides standardisation throughout the study to all respondents. Surveys are also easy to administer when respondents read and answer the questions themselves. Surveys bring insights that normal interviews would not, with questions about motives and circumstances for example. Data is also easy to analyse and reveals differences in subgroups.

With a mail survey, questions are sent to respondents through email, and they are asked to reply via email. Email surveys are referred to as email interviews later on in this thesis. This method is described as being effective and efficient. However, it contains risks. One of them is self-selection bias which means that those who do respond are demonstrably different from those who do not respond, as one group replies and the other does not.

Therefore, the sample gained from this method is not truly representative of the whole population under study. However, this risk is not exclusive to mail interviews. Failure to respond is a potential risk with different survey methods, and researchers have to be aware of this risk while conducting research. (Burns & al. 2014, 194.)

The data for this study was gathered with surveys because it is an efficient and economical way of collecting and analysing data. The data was analysed with the help of Webropol, SPSS and Excel. The questionnaire mostly consisted of questions that were designed to assess the degree of agreement or disagreement on a Likert scale. Nominal scales were mainly used to study the demographics of the respondents in addition to the use of a ratio scale to assess the distribution of age. The questions were designed to portray the behaviour of consumers when purchasing food items and to show attitude towards companies. They were structured in a way that all of the respondents interpreted them in the same way.

3.4 Reliability and validity

Ideally, the results of research should be reliable and valid. The reliability of a research project refers to the ability to provide consistent results while measuring something. For the results to be reliable, they should be achievable consistently under the same constraints, independent of research personnel. Reliability can be qualified as the correlation between two independent measurements. In this case, the same aspect would be measured with two or more questions and the correlation between them would be calculated. (Vilkka 2007, 149; Heikkilä 2008, 187.) There are three common approaches to assessing reliability in a questionnaire, presented by Saunders & al. (2019, 518). The first is *test retest*, where the questionnaire is conducted twice under the same conditions, after which the results of the two tests are correlated with one another. The second approach is *internal consistency*, which involves correlating responses to questions in the questionnaire with each other. It is often used to measure the consistency between answers within a subgroup. The final approach, *alternative form,* involves asking the same question in alternative ways to verify the reliability of the questionnaire. These questions are also called ‘check questions’ and are usually used in longer questionnaires.

Validity refers to the accuracy of the measurement. It is an assessment of what actually exists and is truthful. It also shows how well the researcher has implemented the data gathering - how valid the questions are to what is being studied. The outcome is directly affected by how the questions are asked and how the questionnaire is formulated. (Burns & al. 2014, 214; Heikkilä 2008, 186.) For a questionnaire to be valid, it must be reliable. A

valid questionnaire will provide accurate data that support the concepts under study. In order to be reliable, the data should be collected consistently. (Saunders & al. 2019, 516.)

The questionnaire for this study was designed to be as reliable and valid as possible. This was ensured by providing a cover letter for the respondents, explaining the purpose of the questionnaire to them. The instructions were clear, and the questions were hard to misinterpret, with the use of simplified language and carefully-thought-out sentences. The respondents were also asked to state their knowledge of the subject. A pilot of the questionnaire was reviewed by fellow students and one teacher before publication. The primary data from email interviews were accurately and objectively studied to ensure the validity of the research.

3.5 Data analysis methods

Data can be gathered from primary and secondary sources, but for it to become valuable, it needs to be analysed and interpreted. Burns & al. (2014, 317) define data analysis as "the process of describing the dataset by computing a small number of statistics that characterise various aspects of the data." Data analysing clarifies and extracts the data while maintaining the main characteristics of it. (Burns & al. 2014, 317.)

Burns & al. (2014, 317-319) provide five basic approaches to analysing data: descriptive analysis, inference analysis, difference analysis, association analysis and predictive analysis. Of the five approaches, the following three were used: **Descriptive analysis** is the foundation of the subsequent analysis. It measures the mean, mode, standard deviation, and range of the sample and reveals the general pattern of the responses. It was utilised to present the main findings of the study. **Inference analysis** was used to infer properties of the population by testing hypotheses. It lets the researcher draw conclusions about the population provided by the sample. It involves hypothesis testing and the estimation of the population values based on the sample. **Difference analysis** was adopted when differences were examined between different groups, such as age groups.

Statistical analysis was conducted with the help of SPSS, Webropol and Excel. As correlation between nominal variables on Likert scales were analysed, nonparametric testing was applied. When comparing two independent samples, the Mann-Whitney U test was used as it does not assume that the sample is normally distributed. When conducting the Mann-Whitney U test, the significance value (sig.) was required to be 0.05 or less to be able to report correlation. Cross tabulation was used to analyse the relationship between

multiple variables. The correlations from the cross tabulations were analysed by calculating their contingency coefficient value. If the value was 0.3 or higher, correlation could be confirmed. Answers were also analysed by observing their arithmetic means, also known as average.

Content analysis was conducted to study the qualitative data provided by the email interviews and the qualitative data collected from the questionnaire. The data were gathered, and main features and elements were coded. From the coded data, themes and patterns were identified and summarised to portray the essence of the data. The data was analysed and interpreted as objectively and correctly as possible.

4 Data and results

This chapter will present and analyse the data gathered from surveys. The results will be presented in a numerical, narrative and graphical manner. This chapter presents the data in a different order from the way it is presented in the survey. This is because the demographic questions were on the last page of the survey to maintain respondents' interest in completion. However, it was thought to be necessary to present the respondents' demographics as the first subchapter here to ensure flow and clarity.

Qualitative research was conducted when interviewing companies via email interviews and an optional text box which was included in the survey for consumers. The companies interviewed consisted of the main players within the food industry in Finland. The results are presented at the end of this chapter.

4.1 Respondent background

A total of 127 responses were obtained from the questionnaire. However, only 117 of them were included owing to the respondents' country of origin and nationality. The respondents were asked to give demographic information about themselves. The first demographic question asked the age of the respondents. Out of the 117 respondents, about 66% were 18-24 years old, a quarter of the respondents were between the ages of 25 to 34 and about 10% were over 35 years old. Figure 14 shows the distribution of age in a graphical manner. The next question was about the respondents' gender. As table 1 shows, the majority of the respondents were female, at around 67%. Slightly over 30% of the respondents were males and about 2% did not wish to answer the question.

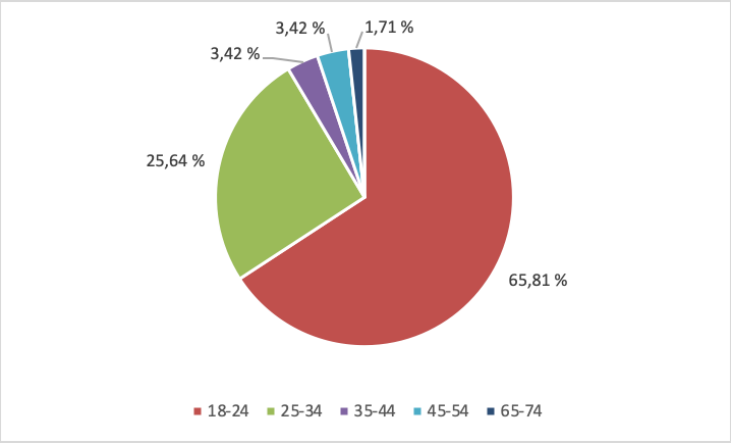

Figure 14. Distribution of age (n = 117)

Table 1. Frequency distribution of gender

	Frequency	Percentage
Male	36	30.77
Female	78	66.67
Other	3	2.56
Total	117	100.00

The next question was about the respondents' level of education and the results can be seen from figure 15. All of the respondents had at least completed an educational degree equivalent to high school. In addition, about 40% of the respondents had a bachelor's degree or higher. The respondents were then asked to state their employment status. About 50% of the respondents were students, of which over 60% work while studying.

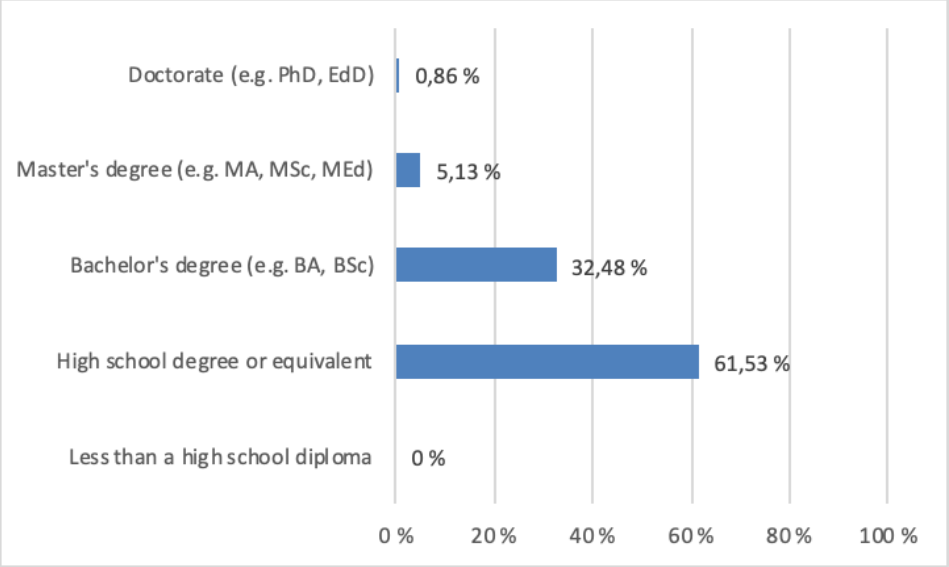

Figure 15. Level of education (n = 117)

Lastly, the respondents were asked about their nationality and country of origin. If the respondent was from Finland, they were asked to indicate which province they currently live in. Out of all 127 respondents, 111 (87.40%) were Finnish citizens. 110 (86.61%) respondents stated their country of residency as Finland. The rest of the answers consisted of countries from around the world. For the sake of accuracy, only the answers from Finnish citizens or people living in Finland were used (n = 117). Of the respondents living in Finland, 79% live in the province of Uusimaa. Varsinais-Suomi was the second-most common location, with 9% of the respondents living there.

Lastly, the respondents were asked to state their knowledge concerning CSR, with the question: "*How familiar are you with the term Corporate Social Responsibility (CSR)?*"

This was done to gain some insight into how familiar the respondents were with the subject. Familiarity with the topic of CSR is considered essential in creating a positive attitude towards it, along with an intention to purchase (Dutta & Singh 2013). A quarter of the respondents had a good understanding of CSR, while about half of the respondents had only heard of the term or were not at all familiar with it.

4.2 The importance of sustainability when choosing food products

Next, the survey set out to enquire about the respondents' personal behaviour when it came to sustainable actions. With a 5-point Likert scale the respondents were asked to rate each statement from 1 to 5, where 1 meant 'fully disagree' and 5 meant 'fully agree'. The respondents were first asked to rate the following statement from 1 to 5: "*I buy fruit and vegetables only when they are in season*" (figure 16). With a mean of 2.37, it can be said that this does not have an effect on their purchasing behaviour. Only around 15% of the respondents claimed to purchase fruit and vegetables when they are in season.

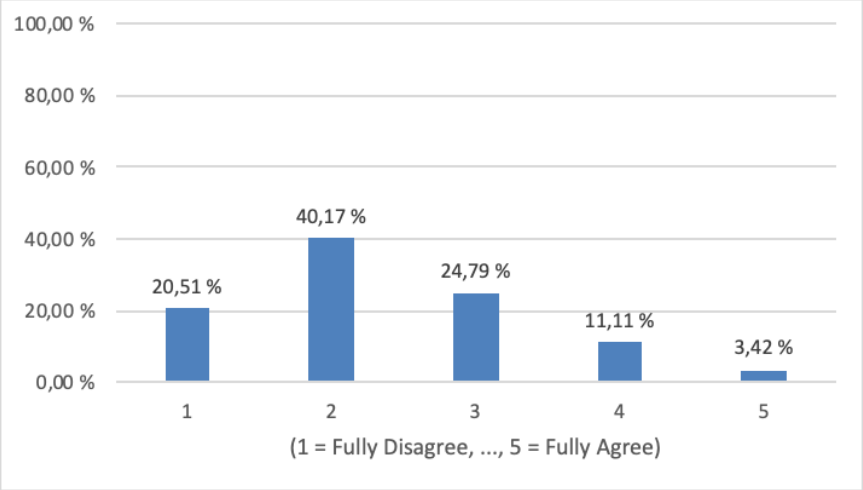

Figure 16. Consumers purchasing fruit and vegetables only when they are in season (n = 117)

The respondents were then asked to rate the statement "*I reuse my shopping bags rather than buying new ones*" on the same Likert scale. Figure 17 shows that around 80% of the respondents do reuse their bags. With a mean of 4.20, the respondents nearly unanimously agreed with the statement.

This question was analysed by comparing students and non-students utilising the Mann-Whitney U test and calculating the significance value. There was a significant difference between the two (p=0.039, appendix 3). The mean for students was 4.47, while the mean

for non-students was 3.98. This suggests that students are more likely to reuse their shopping bags.

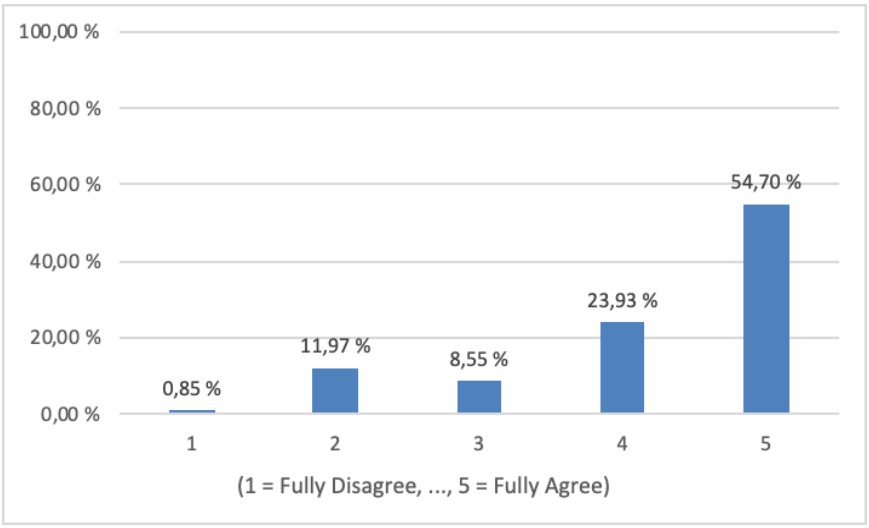

Figure 17. Reuse of shopping bags rather than purchasing new ones (n = 117)

With the same Likert scale, the respondents were then asked to rate the statement *"I try to follow new food trends*" (figure 18). With a mean of 2.27, the data reveals the statement to be mostly disagreed with among the respondents. Furthermore, a quarter of the responses fall at 3 on the 5-point scale. This may imply that the respondents found it difficult to rate the statement or had no opinion about it. The respondents did nevertheless make some assessment on how actively they follow new food trends.

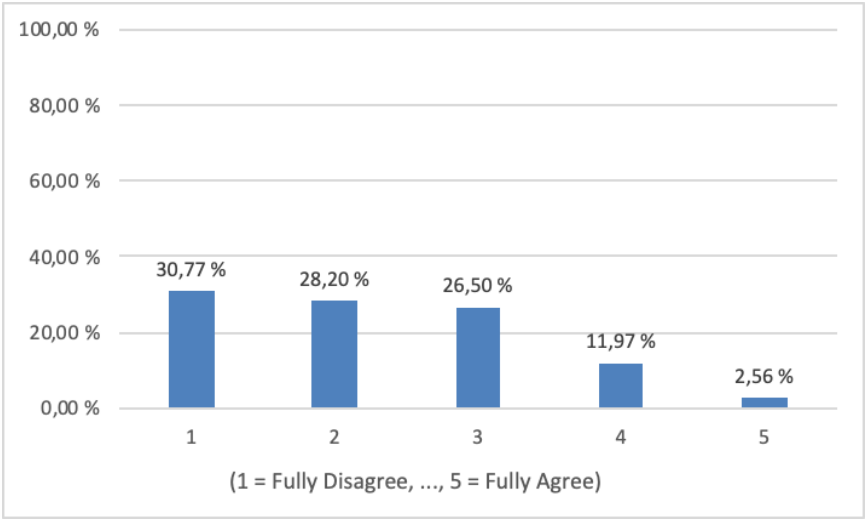

Figure 18. Consumers following new food trends (n = 117)

The next statement that respondents were asked to rate was "*My purchasing behaviour is affected by ads and promotions*" (figure 19). Not much can be said about these results with a mean of 2.99, other than that the respondents felt neutral about the statement.

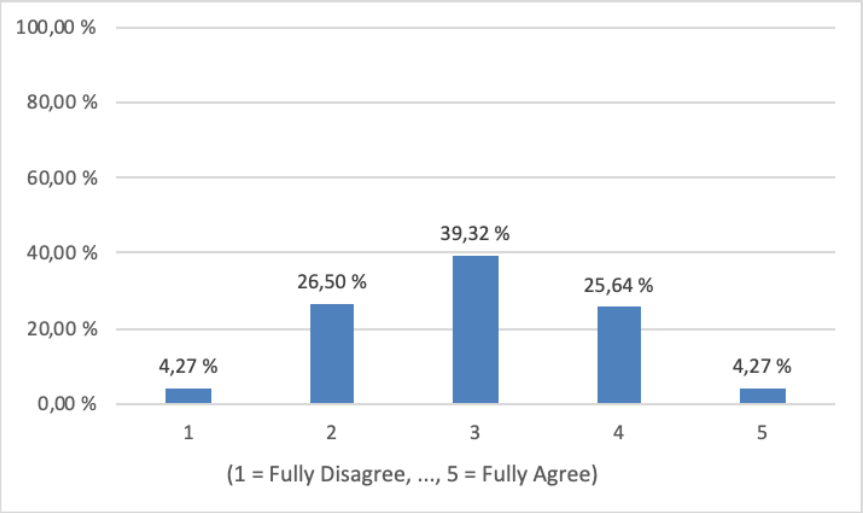

Figure 19. Effect of ads and promotions on purchasing behaviour (n = 117)

The respondents were then asked to rate the following statement using the same Likert scale: “When I buy food, cheap prices are more important than good quality.” Figure 20 shows that the distribution of the answers was once again located around the middle, with a mean of 2.60. However, most of the responses are located in the lower part of the answer options, which seems to indicate that on average, consumers value food quality over cheap prices.

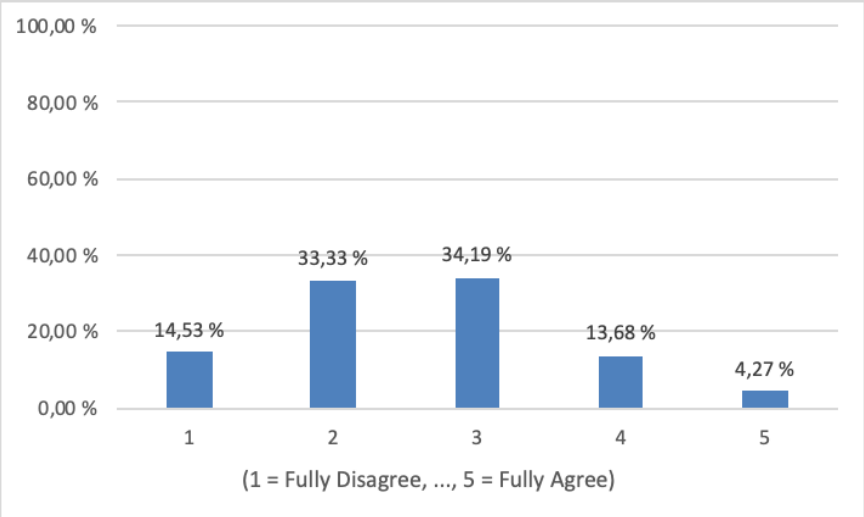

Figure 20. The importance of food price versus quality (n = 117)

The respondents were then asked to rate the statement “*As a consumer, I am interested in a company's ethical and environmental action*” using the same Likert scale (figure 21). With a mean of 3.78, it can be said that consumers are highly interested in the ethical and environmental actions of a company. Moreover, about 66% of the respondents agree or

fully agree with the statement, which supports the strong interest that consumers have in corporate ethical and environmental actions.

This question was analysed together with the gender of the respondents using a cross tabulation and counting the contingency coefficient value. There is a significant difference among the genders. Females agreed with the statement more than male respondents (C=0.360, appendix 4). The mean for females was 4.00 while the mean for males was 3.25. However, over 30% of males disagreed with the statement whereas, only around 5% of females did so.

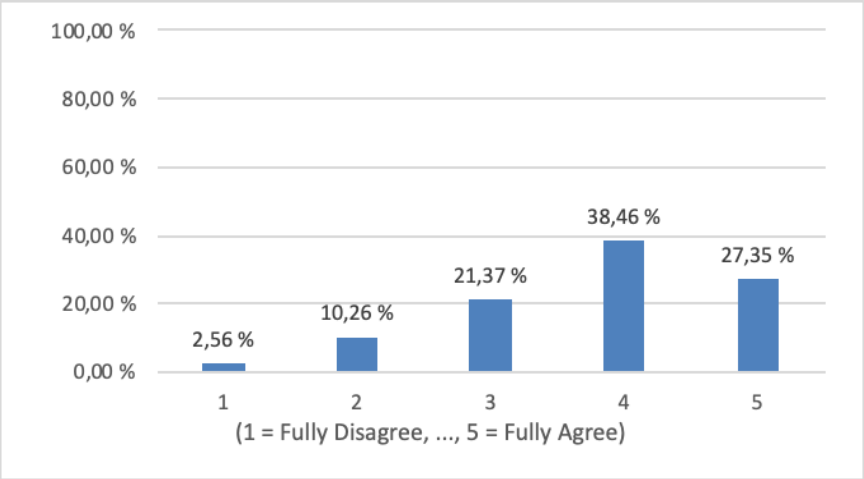

Figure 21. Consumer interest in company ethical and environmental action (n = 117)

The respondents were then asked to rate the importance of the following elements when selecting food items: price, country of origin, sustainability, taste, quality and nutritional values. This was done using a 4-point Likert scale, where 1 = not important, 2 = a little important, 3 = important, 4 = very important, 5 = no opinion.

Figure 22 below shows that the most important factor for consumers when selecting a food product is taste (3.74), followed by quality (3.44). With all of the attributes averaging either side of 3, the country of origin is the only one that falls under 3, with a mean of 2.68. The fact that quality is considered to be more important than price supports what figure 20 earlier suggests.

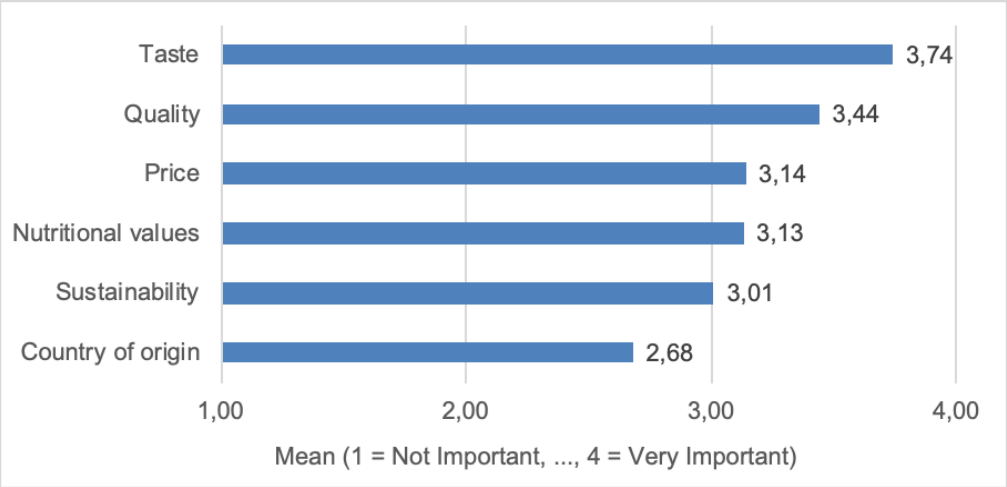

Figure 22. The importance of attributes when selecting food items (n = 117)

The same 4-point Likert scale was used to determine the importance of the following attributes when selecting a supermarket: personal habit, convenience, sustainability, location and price (figure 23).

Figure 23 shows that the least important factor is sustainability (2.70) while the location of the store is shown to be the most important (3.46). However, price level is valued almost as much as sustainability, with only a difference of 0.28 in their respective means. This suggests that consumers do not see a product's sustainability directly corresponding to its quality, as food quality is considered to be more important than price (figure 22). However, all of the attributes given as options were considered to be somewhat important when selecting a supermarket.

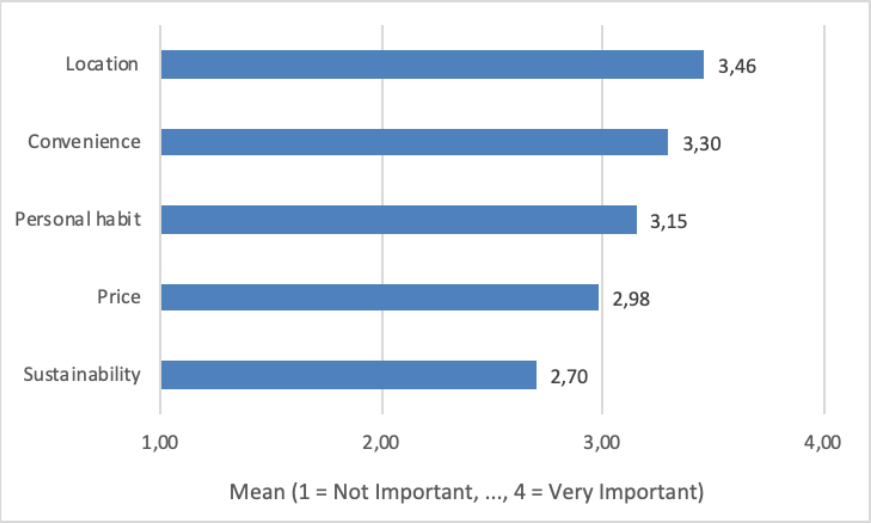

Figure 23. The importance of attributes when selecting a supermarket (n = 117)

The respondents were provided with images of 10 certification labels commonly seen on food packaging in Finland. The labels were as follows: Sydänmerkki, Nordic ecolabel, MSC, Sirkkalehtilippu, Aurinkomerkki, UTZ, RSPO, The EU organic logo, FSC and Fairtrade. The labels can be seen in appendix 2 in the same order as listed above. The respondents were asked to select from 1 to 3 certificates that are the most important for them when buying food. The respondents selected 3 certificates on average. Figure 24 below shows the distribution among answer options. The most valued label is seen to be 'Sirkkalehtilippu', which informs customers that the product is local - made in Finland. The second most valued label is 'Fairtrade', which indicates that the product provides better working conditions and a fairer deal to workers in developing countries. The labels with the least votes were labels that prove the sustainability of a product among different product categories. However, the reason for such an outcome could be the ignorance of the respondents about the significance and meaning of such labels.

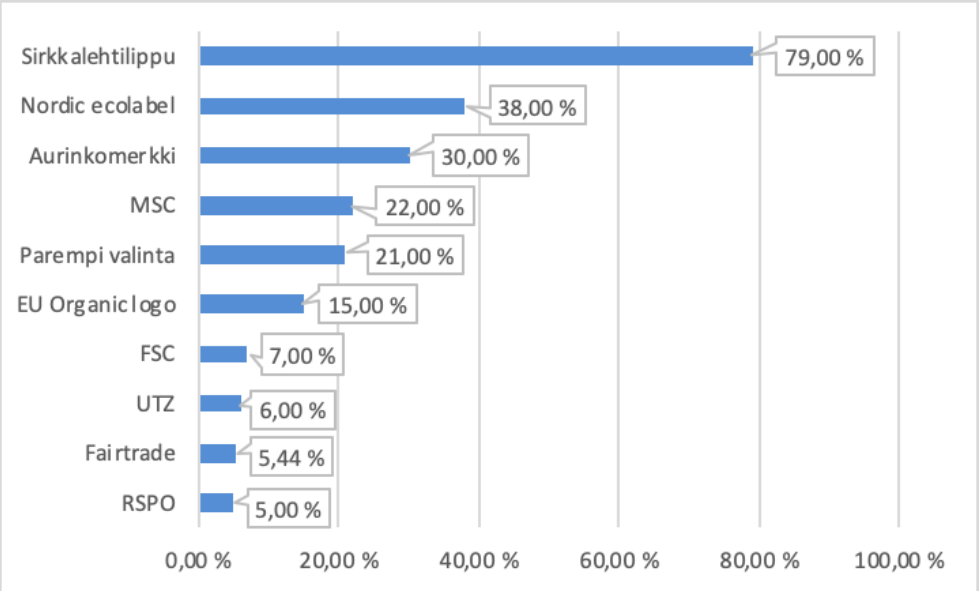

Figure 24. Rating of certification labels (n = 117)

The respondents were then asked to answer the following question with a yes or a no: "Would you be willing to pay more for a sustainable choice if it was available on the shelf?" (table 2). With almost 80% of the respondents stating that they would pay more for a sustainable option if it were available, the results prove that there is a demand for sustainable options. However, as figure 23 earlier showed, consumers value price and sustainability rather equally. This would suggest that the respondents are not consistent with their answers, or that the questionnaire's theme somehow skewed their later responses. Nevertheless, the data suggests that consumer demand for the availability of more sustainable options in the food industry is strong.

Table 2. Willingness to pay more for a sustainable option

	Frequency	Percentage
Yes	92	78.63
No	25	21.37
Total	117	100.00

4.3 Consumer opinion about corporations' sustainability actions

The respondents were asked questions about their opinion of corporation sustainability actions. This was carried out using the same 5-point Likert scale as before, where 1 = fully disagree and 5 = fully agree.

The first statement they were asked to respond to was "*Companies should be more transparent*" (figure 25). A remarkable 87.18% of the respondents agreed with the statement, indicating that consumers wish for corporations to be more transparent about their actions.

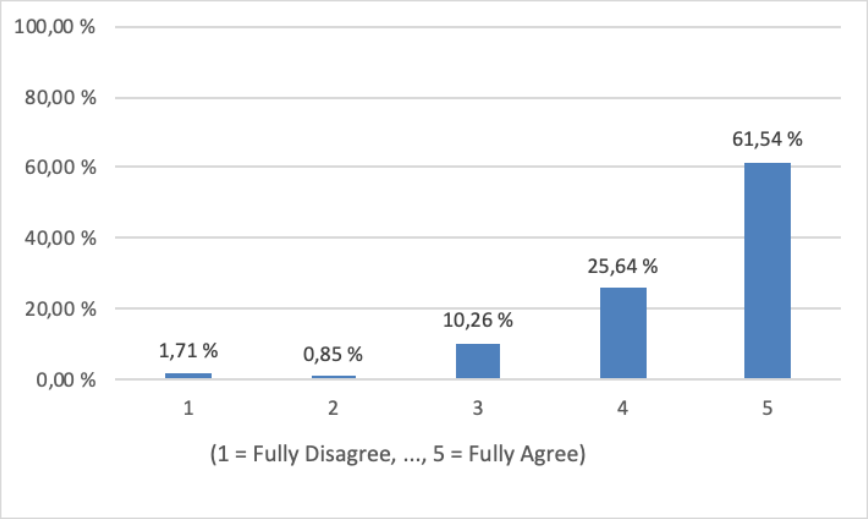

Figure 25. Demand for transparency (n = 117)

The respondents were then asked to indicate their feelings about the following statement: "*Corporations should take responsibility for the amount of plastic being used in the food industry*" (figure 26). The results show that over 90% of the respondents agree with the statement, suggesting that consumers expect more actions from companies on plastic usage.

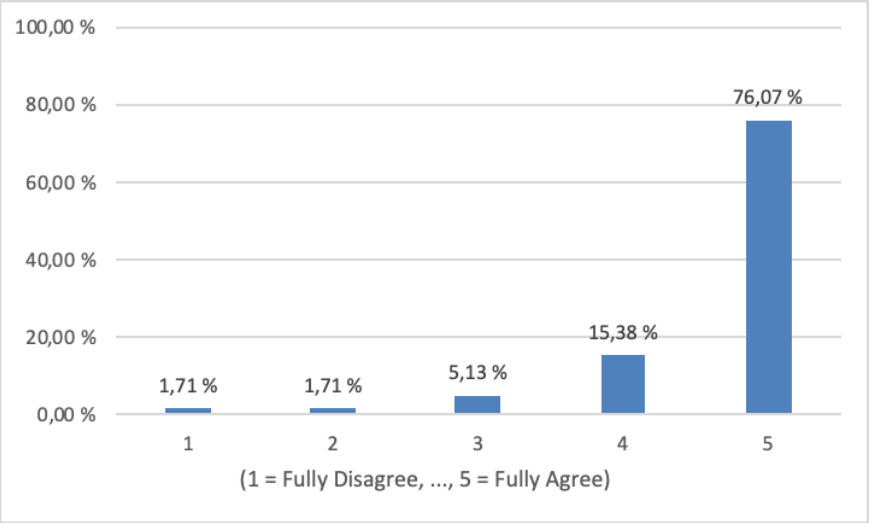

Figure 26. Responsibility for plastic usage in the food industry (n = 117)

Figure 27 shows how trustworthy consumers find the claims of companies about being sustainable. After respondents were given the definition of greenwashing, they were asked to rate the following statement: "*How trustworthy do you find companies' claims about being sustainable?*" The question was answered on a 5-point Likert scale, where 1 = not at all trustworthy and 5 = very trustworthy. With a mean of 2.56 and over 90% of the answers located on 3 or less, the study shows that on average consumers do not find the claims of companies being sustainable to be trustworthy.

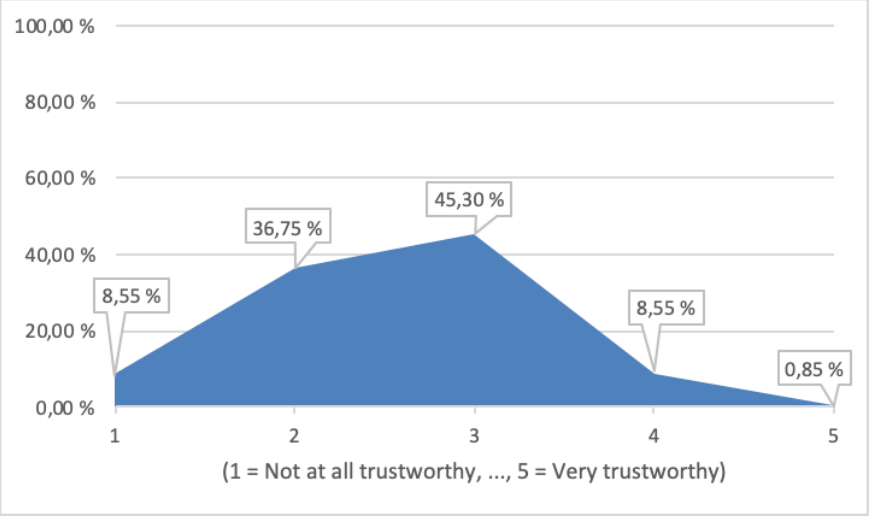

Figure 27. Trustworthiness of companies' claims about being sustainable (n = 117)

4.4 Consumer responses

The respondents of the survey were given the opportunity to express their thoughts about the subject in general, if they wanted to. From the 15 answers obtained, several main themes were noticed. Students wanted to be able to select a more sustainable option

when purchasing food. However, because of their limited funds, they could not afford to do so. Many of them plan to act differently when the situation changes, and they have a steady income. Some state that their current situation is a dilemma, where the desire to promote sustainability cannot be implemented as they are students with a low income. As Interviewee 'A' states: "As a poor student I try my best to choose the most sustainable products, but unfortunately most of the time I end up choosing the cheaper product because of my budget."

The lack of knowledge about certification labels was also evident. Some respondents were unable to identify any of the labels and wished for better information about certification. However, interviewee 'B' stated that they buy according to labelling and branding even though they do not know what the labels mean: "Most of the time I purchase products due to the label/company, even though I don't have a proper understanding about it."

Several of the answers included a debate about vegan options. Some follow a vegan diet but feel frustrated at not being able to purchase locally-produced food because of higher price points, as interviewee 'A' states: "I do follow a vegan diet too, so some of the products made in Finland are more expensive than the ones imported." One respondent stated that the vegan trend has little impact other than increasing the number of vegan products available. Nevertheless, it is this researcher's opinion that increasing the availability of vegan products will lower prices. Local items will also go down in price, as demand for them increases. This will make local, vegan or sustainable food items more accessible to consumers with lower income levels.

4.5 Company views on sustainability

Eight companies were contacted for an interview via email. The companies contacted were: Atria, Kesko, Kaslink, Oatly, S-Group, Saarioinen, Valio and Ylva services. Of these eight companies, six replied to the survey questions. The survey consisted of the following questions:

How would you define CSR in your own words?
(Miten kuvailisitte käsitettä CSR omin sanoin?)

Which is more important to you: sustainability or the profits that come from being sustainable?
(Kumpi on teille tärkeämpää, vastuullisuus, vai siitä seuraava tuotto?)

How has consumer behaviour changed in the past few years?
(Miten koette kuluttajakäyttäytymisen muuttuneen viime vuosien aikana?)

In what ways do you implement social responsibility and sustainability in your actions?
(Millä keinoin toteutatte vastuullisuutta ja kestävää kehitystä toiminnoissanne?)

These questions were asked in order to gain insight into the topic from the companies' point of view. The replies consisted of a number of viewpoints that gave a good understanding of how the topic is perceived. However, some companies provided a link to their sustainability report instead of directly answering the questions. This possibility was considered when the questions were designed, but the questions were nevertheless seen to be relevant. The absence of, or the attention to detail with, the replies would implicitly show the company's interest towards the subject. Moreover, reading the sustainability reports of eight companies would have been extremely time-consuming, as they can be hundreds of pages long.

CSR was almost unanimously perceived as taking responsibility for social, environmental and economic sustainability. The representative from company 'A' further remarked that "*This doesn't equate to being absolutely perfect in every way, but to continuously work on improving yourself and trying to have as positive as possible an impact on your surroundings.*" Furthermore, some companies associate transparency and the healthiness of a product as being important aspects of CSR. The representative from company 'A' even stated that, when it comes to sustainability, CSR works as their entire business-model and it is in the forefront of everything they do. For some, CSR was seen as a synonym for responsibility.

Of the three kinds of sustainability, environmental sustainability was seen to be the most important, as the companies highly emphasised the importance of environmental actions compared to social and economic action. However, few of the companies expressed their interest in also taking social action. These actions include the importance companies set on local food and expressing their gratitude towards the producers. Company 'B', for example, has a campaign they are working on where they provide endowments to Finnish producers.

The companies provided examples of the different ways in which they implement environmental sustainability in their actions. Most of the companies referred to their sustainability programs and missions, in which they apply decision-making for the whole of the supply

chain. The reduced amount of plastic use, the use of renewable energy and the requirements they have for their suppliers were the main points that appeared throughout the answers. The companies stated that there has already been a huge demand for reducing plastic among consumers. This has led the companies to setting strict goals on their plastic use. The companies have already set targets for the use of renewable energy, and the representative for company 'B' mentioned that all of their energy consumption in Finland is renewable. They further stated that 34 of their stores have a solar power plant and that they are the largest producer and consumer of solar energy in Finland. Some companies also emphasise the requirements they have for their suppliers, from whom they require certificates. For example, proving the sustainability of fish.

When asked the question "*Which is more important to you: sustainability or the profits that follow being sustainable?"* the companies state that neither is more important than the other. The representative of company 'A' suggests that it is more of a "double-edged sword, rather than one is more important than the other." They went on to say that "sustainability is what's important, but without the profits we won't be able to work for a more sustainable world."

All of the companies have seen a radical change in consumer behaviour. Consumers express more interest in the ethicality, healthiness and origin of food products. The representative of company 'C' states that consumers express themselves with the food they consume. The consumers are more aware and active with their choices. Company 'B' even predicts wary consumption to be the biggest factor in decision making in 2020. Some companies stated that domesticity is seen as a shortcut to sustainability.

4.6 Cross-country comparison

The presentation of the current research results is followed by their comparison with two previous studies to look for cross-country similarities. One of the studies was conducted in the US and the other in Italy. They were chosen for comparison purposes here after their similarity with the current research had been assessed. The research from Italy studied consumers' heterogeneous preferences for CSR in the food industry (Lerro, Vecchio, Caracciolo, Pascucci & Cembalo 2018). The sample consisted of 1007 respondents between the age of 18 and 60. The research from the US studied the consumers reactions to the food industry's proactive and passive environmental CSR (Kim 2015). The sample consisted of 665 young adults aged 18-25 because they are one of the major targets for the food industry in the US as pointed out by Harris, Schwartz & Brownell (2010, in Kim 2015, 314).

The awareness of consumers towards CSR actions taken by companies varied: around 45% of the respondents in Finland did not have an understanding of CSR. Moreover, 28% of the respondents were not at all familiar with CSR. Only 22% of the respondents from Italy were not aware of CSR. This result may be affected by the difference in the sample. The research from the US did not discuss this aspect in detail.

As concluded in this research, consumers in Finland place approximately as much importance on sustainability as they do on price when it comes to buying food. A large number (79%) of the respondents in Finland were willing to pay more for a sustainable option if it were available. Moreover, the means of price and sustainability were very close to each other when the importance of different attributes were ranked by the respondents when purchasing food items. In Italy, consumers are more likely to reward a company for its proactive CSR actions by paying a higher price for a food product. According to the US study, price is still one the most important attributes for consumer attitudes. However, the research suggests that proactive environmental CSR can compensate for higher prices. The study also revealed that there are possible backlashes of a passive environmental CSR approach: the respondents indicated the weakest purchase intentions when a company practises passive CSR and provides cheaper products.

As this research shows, Finns value local foods and the fairness of a product the most, while in Italy, the most valued attribute of a food product is its health and safety, followed by the product's impact on labour and human rights. Moreover, 26% of the sample from Italy judge the environmental impact of a food product to be the most important. The research from the US did not indicate any order of importance. However, the respondents of the sample did not seem to value price over environmental sustainability.

When comparing the three studies, interest towards companies' environmental actions across the target countries is apparent. About 66% of the respondents from Finland do have interest towards such actions, while about 90% think that companies should be more transparent in their actions. The study from Italy suggests that around 53% of the respondents who knew about CSR actively search for food companies' CSR initiatives. Moreover, about a third of these do the research on the internet. The US study shows that with proactive CSR, a company can gain benefits. Consumers are more likely to purchase their products, pay attention to the company and show interest towards the company's environmental efforts.

In conclusion, the results appear to be similar in many ways. In all three target countries the importance of sustainability is evident. The different attributes of a food product are valued differently in the three countries, while retaining mutual interest in the environmental sustainability of food products. All three countries also have a high number of consumers interested in the actions that companies take. However, according to the findings, consumer knowledge of CSR is lower in Finland than in Italy.

5 Conclusions

This chapter concludes the findings, summarising the main points of the research as well as presenting the key findings through the investigative questions and the research question. The chapter further discusses the reliability and validity of the research and results. This is followed by recommendations to businesses and suggestions for further research. Lastly, the chapter goes through the author's reflections on what was learnt during the research process.

5.1 Key findings

The project set out to answer the main research question by first answering three investigative questions (IQ). With the data gathered from surveys and previous studies, conclusions on each investigative question were reached. With answers to each investigative question, it was possible to reach a conclusion for the research question.

The first IQ asked **what kind of importance food industry companies place on sustainability**. As concluded in the research, food industry companies see CSR as a requirement for them to address social, environmental and economic sustainability challenges. Of the three, environmental sustainability was considered to be the most important. Food industry companies recognise the awareness and demand that exists for sustainable actions and try to act accordingly. In response to the email interview, most companies presented the different ways they try to tackle sustainability issues and meet consumer demands. The most prevalent ways these companies are trying to tackle sustainability issues are decreasing the amount of plastic and energy used. Moreover, the use of renewable energy is seen to be an efficient way of achieving their missions. The companies were generally unable to place profit and sustainability in order of importance. They stated that the two things are equally important as without profits, the company cannot improve sustainability. Companies have also seen a radical change in consumer behaviour. One company even predicts sustainability to be the most important attribute when selecting a food product in 2020.

The second IQ focused on **how consumers rate the importance of sustainability when choosing food products.** The research shows that the sustainability of a food product is more important to the consumer than the sustainable actions a supermarket takes, with means of 3.01 and 2.70. This was studied on a 5-point Likert scale, where 1 = strongly disagree and 5 = fully agree. The respondents also considered the localness and fairness

of a product to be the most important attributes. However, sustainability was valued as the second least important attribute of the six available when selecting a food product. It was considered to be an important attribute nevertheless. Almost 80% of the respondents stated that they would be willing to pay more for a sustainable choice if it were available.

Even though consumers place importance on sustainability, the study does not suggest that consumers should take the problem into their own hands, as their actions show that they leave issues concerning sustainability to be taken care of by corporations. Almost 90% of the respondents wish for more transparency from companies in the food industry and over 90% expect companies to take more responsibility on plastic use. They also wish for further information on certification labels as there is a lack of knowledge about them. Consumers also have little trust in companies' claims about being sustainable. However, the study does show that consumers are likely to select a sustainable option when they can afford it, or when it is convenient for them. For example, consumers reuse their shopping bags instead of buying new ones. A recurring theme among students was the limited funds, and therefore limited purchasing power, available to them for making an impact on sustainability.

The last IQ was set to discover any **similarities in the results of this research compared with those of the two international studies**. The various research results show many similarities. In all three target countries, the importance of sustainability was evident. The different attributes of a food product are valued differently in the three countries, although all share the same interest in environmental sustainability. All three countries also have a large number of consumers interested in the sustainability action that companies take.

The aim of this thesis was to study whether sustainability action within the food industry has any effect on consumer behaviour. The study was also conducted to show any possible advantages or disadvantages for companies that act sustainably. The research question for this thesis is the following: **What impact does the sustainability of the food industry have on consumer behaviour?**

By examining and analysing the results of this study a conclusion can be made. As companies in the food industry recognise the demand for sustainable options, they meet the needs of consumers. Consumers wish for a more transparent structure where companies take responsibility for their actions and provide affordable options for consumers. As the study shows, consumers have a high level of interest in companies' CSR actions. Companies in the food industry should make their processes and reporting more transparent and

less ambiguous, and show an active interest in taking action towards a more sustainable world. While sustainability is not valued as the most important attribute of a food product, it is not considered to be much less important than price. Moreover, 80% of the respondents stated that they would be willing to pay more for a sustainable choice. This indicates that consumers' purchasing behaviour is affected by sustainability. The study also indicates that proactive CSR yields more competitive advantages for companies than passive CSR. However, while consumers show willingness to pay more for a sustainable food product it does not mean that they would actually do so. Sustainability action has to be somehow shared between companies and consumers so that both make a balanced contribution. If there is no demand, companies will not provide sustainable products: and if companies do not give options, then the consumer will not have the opportunity of making an impact on sustainable development. As the sample for the study does not correspond to the whole of the population, the significance of it is open to interpretation. However, as the results gathered from Finland do show similarities with the target countries, the results are valuable.

5.2 Assessment of reliability and validity

Chapter 3.4 discusses the concerns about the validity and reliability of the current research. Sources used for this study are reliable. The sources consist of books, journals and researches from credible authors. The validity of the sources used was assessed when the sources were chosen. Some parts of the theoretical framework of the current research went into slightly more detail than necessary, while other parts could have been more in-depth. This may somewhat decrease the validity of arguments.

Because of the time limit, reliability could not be examined by republishing the survey to compare the results. This brings up the possibility of the results being the way they are because of the time and place in which the survey was conducted. However, as discussed in the previous chapter, the results did show similarities with the much larger international studies. Burns & al. (2014, 129) state: "If two or more independent organizations report the same data, you can have greater confidence in the validity and reliability of the data." This however does not prove the validity and reliability of the data comprehensively.

While the survey remains well designed and structured, some parts ended up being unnecessary. These questions were included so that any possible relationships with them and other variables could be studied. However, the sample size remained too small for the results to be reported, or there was no correlation found between the variables. While being rather small, the sample was also not normally distributed. Age and gender distribution

were both skewed. The sample also included a high number of students, which further skewed the results. There were, however, enough respondents in different subgroups to enable the study of correlation.

Because the only answers studied were those given by Finnish citizens or people living in Finland, the data preserves its relevance and validity. Both qualitative and quantitative data was studied, with no preconceptions. The interpretation of the results was also conducted with complete objectivity.

Based on this assessment, the study is not completely reliable as, contrary to the suggestions of Saunders & al. “test, re-test” protocol, it was only conducted once. The study carries some reliability for its ability to produce data that showed similarities with previous studies. The collected data supports the concepts under study, which exhibits validity. However, both the reliability and the validity of the research are imperfect and this issue is noted.

5.3 Recommendations for businesses

The main focus of recommendations is directed at companies in the food industry and consumers. While there is mutual understanding about the demand for sustainable products among consumers and companies in the food industry, companies have to take more action to better meet demand: more sustainable options for consumers have to be offered. The consumers also expressed great interest towards a company’s ethical and environmental action and voiced a demand for more transparency in the industry. Moreover, consumers have little trust in companies’ claims about being sustainable. Therefore, sustainability reporting should be conducted in such a way that it supports the consumers’ interest in learning about the company’s actions, so that the companies exhibit transparency in their communication with the public. Furthermore, the logistics of labelling certifications and their meaning should be reviewed.

Nevertheless, consumers have to take some responsibility themselves. There has to be mutual interest when expecting companies to provide sustainable options and acting sustainably. If sustainability is of importance to the consumer, they need to act accordingly. Change happens through demand, and therefore indicating what they want through action will result in a change in supply.

5.4 Recommendations for further research

Future studies should be conducted with a sample that truly represents the entire population to ensure the validity and reliability of the research. To gain a sample more representative of the population a different sampling method should be used, such as a probability sampling method. As the topic is highly relevant in the 2020s, so much more can be discussed regarding this topic. Moreover, the relationship between green action by companies and consumer behaviour should be studied in more detail to understand why and how consumers behave in regard to sustainability. More careful attention to detail when conducting research is also strongly recommended.

5.5 Reflection on learning

This thesis served as a highly versatile learning tool for the author. The motivation to conduct the research was supported by a topic that is of great personal interest. This process improved the author's time management skills, research skills and academic writing skills. The improvement in academic writing skills in particular has brought great satisfaction and joy to the author as he had not previously produced any writing of this kind, not having attended high school, where such skills are practised.

The biggest obstacles faced were time management and the delimitation of the study. As the situation with Covid-19 had a huge impact on a global scale, it also had a huge effect on the author's ability to pursue the study, as schools, libraries and cafes closed. This became a challenge since working from home was difficult for a number of reasons, such as the difficulty of obtaining sources and the changes in the environment on a psychological and physical level. This resulted in a six-week break from working with the thesis. Nevertheless, the obstacles were overcome and the work was finished on time. It also helped that the amount of literature that can be found online is comprehensive.

At the beginning of the process, it was problematic for the author to make clear delimitations to the research. The thesis topic and the delimitation parameters shifted throughout the entire process. Once enough research had been made, the scope of the study was easier to determine.

It also turned out to be difficult to find credible and reliable sources to support the validity of the study. This was especially difficult once the libraries had closed, since all research had to be conducted through the internet. Luckily, viable sources were found.

The author was able to identify relevant theory and apply it to the study, design the research method, gather and analyse the data, interpret the results and arrive at conclusions in the study and finally assess the work and its reliability and validity. The work therefore involves all aspects required for learning, according to Bloom's taxonomies of the cognitive domain (Wilson s.a.).

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Appendices

Appendix 1. Overlay matrix

Investigative questions	Theoretical framework	Research methods	Interview/survey questions	Results
IQ 1 What kind of importance do food industry companies place on sustainability?	Sustainability, food industry.	Interviews of players in the industry. Desktop study through the internet.	How does the company perceive CSR? How does the company implement CSR actions? How has consumer behaviour changed in terms of sustainability?	What CSR means to companies and how it affects their decision making.
IQ 2 How do consumers rate the importance of sustainability when choosing food products?	Sustainability, consumer behaviour, food industry.	Survey for consumers.	Various questions about consumer behaviour related to sustainability.	How sustainability affects consumer behaviour.
IQ 3 How do the results from Finland differ from those of international studies?	See above.	Conclusion & comparing with previous studies.	Comparison on various studies related to the topic.	What the difference is between Finnish and international consumers.

Appendix 2. Consumer survey

The Impact of Consumer Behaviour on Corporate Social Responsibility

This survey provides data for a research project on **the impact of consumer pressure on Corporate Social Responsibility in the food industry**. The data is being collected for a **thesis** at the Haaga-Helia University of Applied Sciences.

The survey will take about 5 minutes and is anonymous.

The information collected will only be used for study purposes.

All questions are mandatory.

———————————————————————

How familiar are you with the term Corporate Social Responsibility (CSR)?

- ◯ Not at all familiar
- ◯ I have heard of it but don't know what it means
- ◯ I have heard of it and know something about it
- ◯ I have a good understanding of what it means

CSR or Corporate Social Responsibility is used as a business model that helps companies be socially accountable for their actions. (The four aspects of CSR are: ethics, legality, sustainability & brand image)

Please rate the following statements from 1 to 5 (1 = fully disagree, 5 = fully agree)

	1	2	3	4	5
Corporations should take responsibility for the amount of plastic being used in the food industry.	◯	◯	◯	◯	◯
My purchasing behaviour is affected by ads and promotions.	◯	◯	◯	◯	◯
When I buy food, cheap prices are more imporant than good quality.	◯	◯	◯	◯	◯
I reuse my shopping bags rather than buying new ones.	◯	◯	◯	◯	◯
I buy fruit and vegetables only when they are in season.	◯	◯	◯	◯	◯
I try to follow new food trends.	◯	◯	◯	◯	◯
As a consumer, I am interested in a company's ethical and environmental action.	◯	◯	◯	◯	◯
Companies should be more transparent. (sharing information about their business)	◯	◯	◯	◯	◯

Greenwashing = when a company or organisation spends more time and money on marketing themselves as environmentally friendly than on minimizing their environmental impact.

How trustworthy do you find companies' claims about being sustainable?

	1	2	3	4	5	
Not at all trustworthy	◯	◯	◯	◯	◯	Very trustworthy

How important are the following things for you when buying food?

	Not important	A little important	Important	Very important	No opinion
Price	◯	◯	◯	◯	◯
Country of origin	◯	◯	◯	◯	◯
Sustainability	◯	◯	◯	◯	◯
Taste	◯	◯	◯	◯	◯
Quality	◯	◯	◯	◯	◯
Nutritional values	◯	◯	◯	◯	◯

How imporant are the following things when selecting a supermarket:

	Not important	A little important	Important	Very important	No opinion
Price	◯	◯	◯	◯	◯
Location	◯	◯	◯	◯	◯
Sustainability	◯	◯	◯	◯	◯
Convenience	◯	◯	◯	◯	◯
Personal habit	◯	◯	◯	◯	◯

Select from 1 to 3 certificates that are the most important for you when buying food

Would you be willing to pay more for a sustainable choice if it was available on the shelf?

- ◯ Yes
- ◯ No

Is there anything else you would like to add?

Demographics

Your information will be only used to study statistics.

How old are you?

- ◯ 17 or under
- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55-64
- ◯ 65-74
- ◯ 75 years or older

What is your gender?

- ◯ Male
- ◯ Female
- ◯ Other
- ◯ Prefer not to say

What is the highest degree or level of school you have completed?

- ◯ Less than a high school diploma
- ◯ High school degree or equivalent
- ◯ Bachelor's degree (e.g. BA, BSc)
- ◯ Master's degree (e.g. MA, MSc, MEd)
- ◯ Doctorate (e.g. PhD, EdD)
- ◯ Other (please specify) _____

What is your current employment status?

- ◯ Employed full-time (37+ hours a week)
- ◯ Employed part-time (less than 37 hours a week)
- ◯ Unemployed (currently looking for work)
- ◯ Unemployed (not currently looking for work)
- ◯ Student
- ◯ Retired
- ◯ Self-employed
- ◯ Unable to work

What is your nationality

- ◯ Afghan

What is your nationality

Select

Where do you live?

Select

Select your province

Select

Appendix 3. Mann-Whitney U test on student and non-student respondents

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of I reuse my shopping bags rather than buying new ones. is the same across categories of Student Groups.	Independent-Samples Mann-Whitney U Test	.039	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Appendix 4. Crosstabulation on male and female respondents

As a consumer, I am interested in a company's ethical and environmental action. * gender Crosstabulation

			gender		
			Male	Female	Total
As a consumer, I am interested in a company's ethical and environmental action.	1	Count	3	0	3
		% within gender	8.3%	0.0%	2.6%
	2	Count	8	4	12
		% within gender	22.2%	5.1%	10.5%
	3	Count	9	16	25
		% within gender	25.0%	20.5%	21.9%
	4	Count	9	34	43
		% within gender	25.0%	43.6%	37.7%
	5	Count	7	24	31
		% within gender	19.4%	30.8%	27.2%
Total		Count	36	78	114
		% within gender	100.0%	100.0%	100.0%

Symmetric Measures

		Value	Approximate Significance
Nominal by Nominal	Contingency Coefficient	.360	.002
N of Valid Cases		114	